

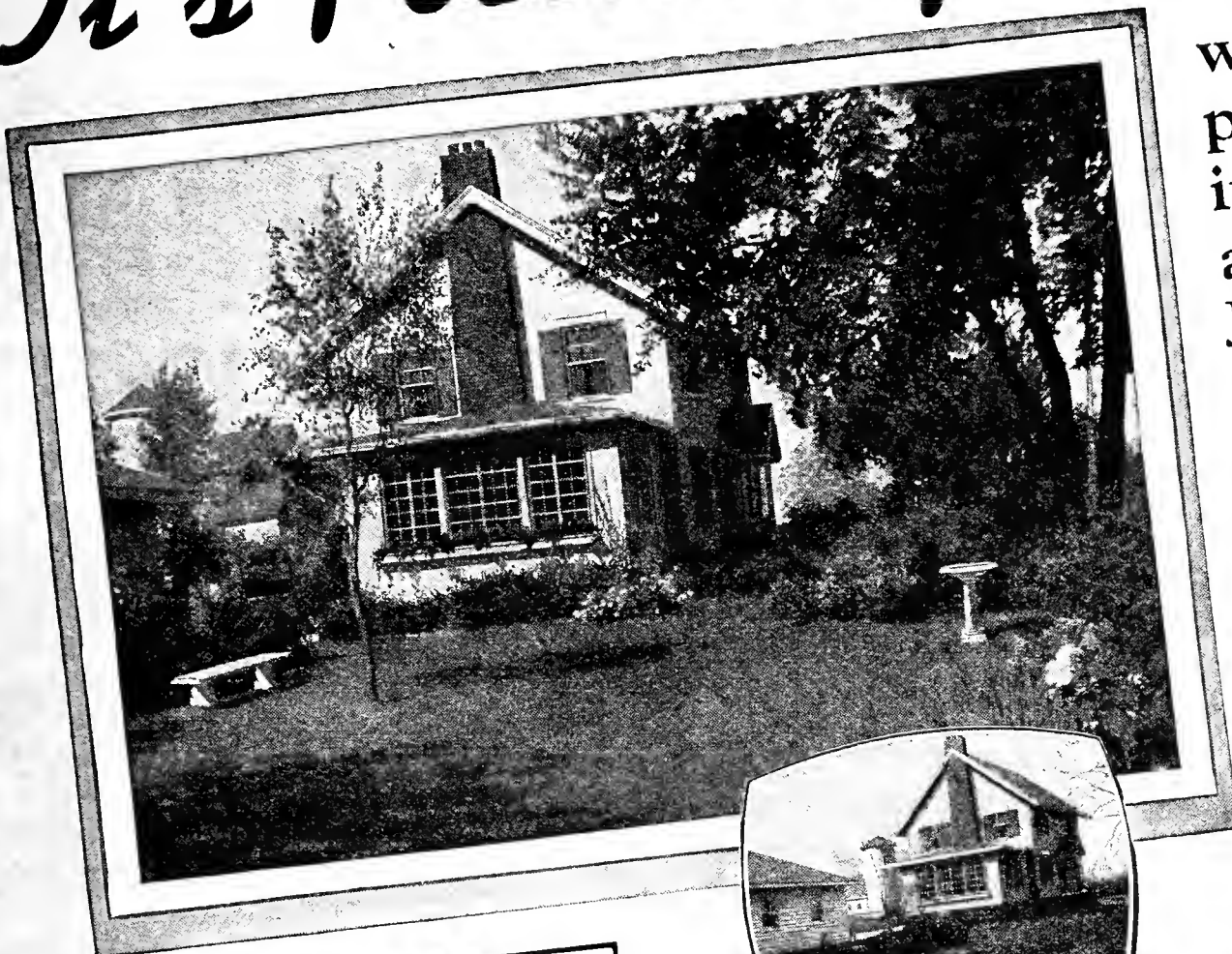
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Do not assume content reflects current scientific knowledge, policies, or practices.



1257

# It's Positively Amazing!



what a well planned planting will do to improve the appearance of a house. Just a few evergreens, shrubs and perennial plants and a well thought out plan of planting with plenty of open lawn and you will be proud of what you have done. It is also amazing how little it will cost you to do it.



Simply consult the pages of this book and pick your plants carefully, keeping in mind the finished effect when they are grown.



**NEW MARKET PERENNIAL GARDENS**  
August S. Hoffer  
Proprietor and Gen. Mgr.  
NEW MARKET, New Jersey

Phone  
Dunellen  
2-7053

**N**OW, That We Are All Here, Let's Get Together And Discuss "Natural Beauty."

That is an item we have plenty of and You are going to need a great deal of it.

We are, of course, referring to your out-door Living-Room and the general Home-Grounds.

Every year sees the need of more "Natural Beauty." Garden enthusiasts are always adding items to their present collections and improving the appearance of their grounds.

They must have a **SOURCE OF SUPPLY!** Where do they procure these "Different and Natural Touches?"

**THEY MUST TURN TO THOSE "SPOTS" WHERE THIS "BEAUTY" ORIGINATES!**

As purveyors of "Natural Beauty" we have such a "Spot" right here in New Market.

Through the medium of these pages, we bring this "Spot" right to your front door.

Stately Evergreens, Magnificent Ornaments, Beautiful Shrubs and hundreds of dazzling Hardy Perennials and Rock Plants in wide variety and sensational assortment, lie before you.

At the turn of each page new "Beauty Spots" open before you.

Best of all this "Natural Beauty" is within reach of everybody. You can select many items you have always wanted without hesitation, because **Big Value** is there and the price is **Right!**

**N-E-M-A-P-E-G** Jersey-grown Weather-tested Stock is **THE KEY TO YOUR SUCCESS!**

Plant, knowing that you are planting the best and that the results will be the best you have ever experienced.

For so Little **YOU** obtain so Much.

**NOW**, is the time to plan and plant. **YOU** do the selecting and listing and send us your order and we, in turn, will send you "Natural Beauty" and Nemapeg quality.

**ORDER TODAY and Plant the**

**"NEMAPEG" Way!**

*It Spells*

**S  
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!**



## **Please Read BEFORE ORDERING**

Remittance should accompany all orders. Postal Money Orders, Express Money Orders or your personal check. If cash is enclosed, be sure to register your letter. **PLEASE DO NOT SEND STAMPS!** These are not legal tender.

Where no extra remittance for parcel post shipment is sent, delivery will be made either by express or parcel post, whichever suits the case best. In either case shipment of such an order will be **CHARGES COLLECT!**

Evergreens, shrubs, etc., excepting perennials and rock plants, are always shipped by express, charges collect. On large orders of heavy Evergreens, it is sometimes advisable to ship by freight to reduce the transportation charges. However, express rates on nursery stock have been lowered 25 per cent. Express is quick, expedient, and safe.

Orders for rock plants, annuals and perennials amounting to \$1.00 to \$2.00 should be accompanied by 15c for packing and postage. On orders for \$2.00 to \$4.00, add 25c. Orders for \$4.00 and up sent prepaid, on rock plants, annuals and perennials only.

Due to conditions over which we have no control, and the fact that plants are living organisms that breathe, eat and drink, we give no warranty, either expressed or implied, as to the productiveness of any stock purchased other than that it shall be as advertised and represented.

All claims for errors or receipt of damaged goods must be made immediately upon receipt of stock, otherwise such claims cannot be properly entertained. Adjustments made promptly and cheerfully whenever we are to blame.

All Stock Guaranteed to Arrive in A-No. 1 Planting Condition.

**New Market  
Perennial Gardens**

**NEW MARKET, N. J.**

**Aug. S. Hoffer, Prop. and Gen. Mgr.**

**Phone: Dunellen 2-7053**

# America's Finest Hardy Chrysanthemums

The "FINEST" in Hardy Chrysanthemums is the "ONLY" thing you get when you buy "NEMAPEG" quality!

"Nemapeg" EXHIBITION CHRYSANTHEMUMS are famous wherever known and known everywhere. WHY???

1. They create a sensation ALWAYS!
2. They give you large well-formed flowers 5-7" wide!
3. They are true to name and color!
4. They are solely "Nemapeg" quality!
5. They have won many Garden Prizes and Contests!
6. They are recognized as the OUTSTANDING HARDY EXHIBITION CHRYSANTHEMUM OF THE DAY!

People from far and near visit our Chrysanthemum Gardens, every year, to behold this mass of unrivalled Fall Bloom. Their excitement, upon really beholding 5-7" wide blooms that can be grown out-of-doors, is something worth-while seeing.

Everybody who has had them has told his neighbor. THEY ALL ACCLAIM "NEMAPEG" QUALITY EXHIBITION CHRYSANTHEMUMS!

Why Not YOU!

A  
GARDEN  
WITH-  
OUT  
CHRYS-  
ANTHE-  
MUMS  
IS  
INCOM-  
PLETE

## EXHIBITION CHRYSANTHEMUMS

Those Large, Incurved Varieties  
5 to 7 Inches Across

Guaranteed to Bloom

Unaka. Lavender.  
Bronze Unaka. Bronze.  
Enchantress. Orchid.  
Gold Lode. Lemon-yellow.  
Hilda Bergen. Mahogany.  
Celestra. Golden yellow.  
Rose Chochard. Old rose.  
Indianola. Autumn color.  
Angelo. Flesh-pink.

Silver Sheen. Creamy white.  
Justrite. Deep pink.  
Mrs. Kidder. Orange-yellow.  
Brilliant. Deep red.  
Golden Wave. Golden yellow.



YOUR CHOICE

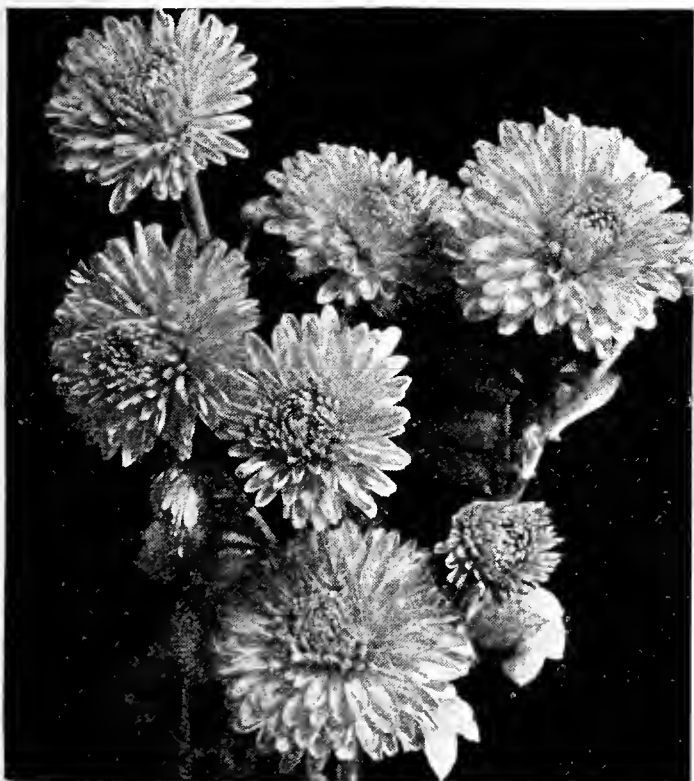
**10 Strong Plants \$1.40**

Order NOW  
for Fall Show!

WE  
ENJOY  
A  
REPU-  
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TION  
FOR  
FAIR  
DEAL-  
ING

## Finest Hardy "NEMAPEG"

### Cluster Chrysanthemums



These Chrysanthemums will form a bush having anywhere from 10 to 20 stalks. They require the same soil as the exhibition types, but need not be disbudded. The more shoots and buds that are allowed to remain on these plants, the more flowers you will have. You can pinch the tops of the stalks of this Chrysanthemum and thereby increase the size of the plants and number of blooms. Makes a wonderful perennial garden or border plant and will furnish your table with adequate cut flowers. We offer the following well known varieties that have withstood all tests for hardiness.

#### CULTURE FOR EXHIBITION "MUMS"

First, good soil. Add plenty of manure and fertilizer to your bed. Feed at least once a month after plants are established to get best results. Set plants 10 inches apart both ways. These plants will be single-stemmed stock when shipped to you, in the spring. If you want to grow more than one flower on the plant, pinch the top out after the plant has become established. This will make it branch out. Now you can select two or three stems, but not more than three if you want to get large flowers. Tie or stake these to keep the wind from whipping them around. All side growth that appears on these stems should be pinched off so that each of the two or three stems will have no side shoots. By the time the buds are set in the crown or top of each stem the stalks should be about 3 to 4 feet high. When the buds appear, select the center one, if it looks all right and pinch off the rest so that each stem has only one bud. Each stalk will then develop one large flower that should make your neighbors mighty envious. Cover the plants in the winter with straw, hay or leaves. Do not use manure as a cover.

Lillian Doty. Pink.  
White Doty. White.  
Bronze Doty. Bronze.  
Yellow Doty. Bright orange-yellow.  
Buckingham. Single pink daisy type.  
Alice Howell. Single bronze daisy type.  
Maple Leaf. Red and yellow anemone type. High, rounded cushion 3 1/2 in. in diameter.  
Yellow Anemone. Single yellow flowers with high center.

**Strong, well  
rooted plants—**

**Guaranteed to Bloom**

**10 For \$1.40  
Only**

**Down New Market way it's always  
Bargain Day—BUY NOW!**

# EVERGREENS For

Every Private Home in the Country Needs them

**"NEMAPEG"**

**Evergreen Offer Supreme**

THE

**GREATEST  
EVER  
MADE**

A

**Boon  
to the  
Gardener**

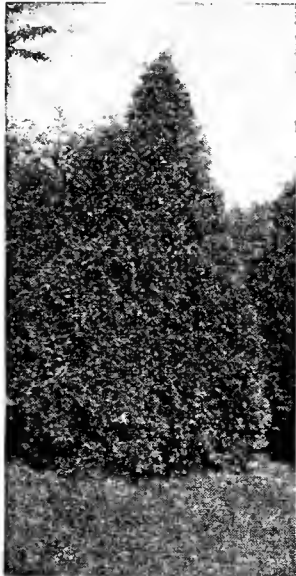
**Your  
Collection  
Contains  
these  
Choice  
Evergreens**

**8  
HEAVY  
CHOICE  
SHEARED  
EVERGREENS  
FOR ONLY  
\$2.65**

Here is the regular high "N. M. P. G." quality in evergreens being sacrificed at less than one-half the regular value. Beautifully developed specimens, mind you. No scrawny, lanky seedlings, but real honest-to-goodness landscape size evergreens. Unparalleled in the history of evergreen offers! TREMENDOUS VALUE!



Mugho Pine



American Arbor-Vitae



Canada Hemlock

**WHITE SPRUCE.** 2-ft. trees. Pyramidal in shape. Very compact and heavy in growth. Bluish green foliage.

**GLOBE ARBOR-VITAE.** 1-ft. trees. A perfect globe of dense light green foliage. Dwarf in habit.

**JAPANESE CYPRESS.** 1½-2 ft. trees. Tall, pyramidal shape. Graceful, lacy foliage, deep green.

**NORWAY SPRUCE.** 2-2½ ft. trees. Pyramidal in shape. Dark green needles. Rapid grower and very healthy and hardy. Fine for specimen plantings.

**JUNIPERUS HORIZONTALIS.** 1-1½ ft. trailers. Heavy plants. Deep green foliage turning bronzy purple in winter. Low, spreading habit. Branches form roots wherever they come in contact with the soil. Fine for banks, terraces, etc.

**JUNIPERUS SABINA.** 1-1½ ft. Deep green. A vase-shaped spreader. Very attractive.

**GOLDEN PLUME CYPRESS** (*Retinospora plumosa aurea*). 1½-2 ft. trees. Soft, heavy and dense growth. Feathery, artistically cut foliage, tinted a soft, beautiful yellow. Gives color in an evergreen planting.

**ANDORRA JUNIPER.** Remains close to the ground. Gray-green in summer; reddish purple in winter. 1-1½ ft. The finest spreading Juniper.

**COLORADO SPRUCE.** 2 feet. Symmetrical and upright. Light green foliage. Exceedingly popular.

**DOUGLAS FIR.** 1½-2 ft. Bluish green foliage; conical shape.

**RETINOSPORA LUTESCENS.** Dwarf Japanese Cypress. 1 foot. Deep green, tinted lemon-yellow.

**CAROLINA HEMLOCK.** 1½-2 ft. A rapid grower with spreading, pendulous branches. Very hardy, with rich, deep green foliage.

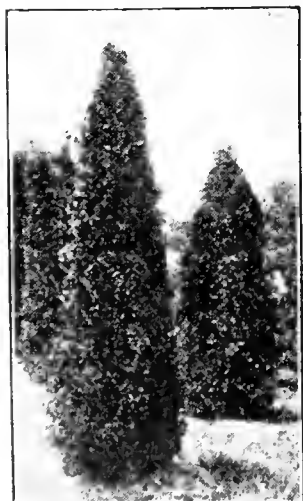
Not only do you get heavy, 3 times transplanted, sheared, field-grown trees in well-spaced nursery rows, but **YOU CAN SELECT FROM A WIDE VARIETY!** No definite and compulsory groups to take, but collections of your own choice! **EACH TREE GUARANTEED TO BE AS DESCRIBED HEREIN. PICK THEM OUT!**

**8 HEAVY 8- to 9-YEAR-OLD, FIELD-GROWN, SHEARED TREES FOR ONLY \$2.65**

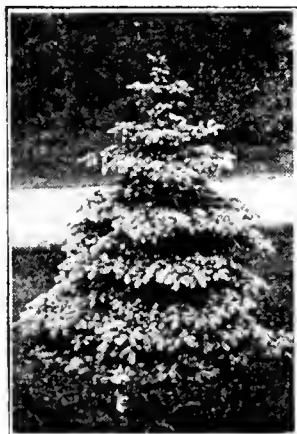
**YOUR OWN CHOICE — 8 FOR ONLY \$2.65**

Tremendous savings in the line of perfect evergreen specimens, all ready to landscape your home grounds or garden. **KEEP IN MIND**, that all stock is as advertised and represented. Here you have the cream of the crop in the varieties offered.

**FRESH FROM the FIELDS**



Pyramidal Arbor-Vitae



Colorado Spruce



Douglas Fir



Moss Cypress



Norway Spruce

Wherever you look, you see them. And they always are pleasing.

**TODAY Evergreens are a Necessity**

Let "Nemapeg" quality Evergreens brush up bare spots, add charm to existing plantings and lend New and Different Naturalistic Beauty!

**TREMENDOUS  
VALUES APPEAR  
BEFORE YOU**

Each and every Tree is Genuinely true to description. Nemapeg Evergreens are gracing homes throughout the Nation. They carry with them their birth-right of heavy, vigorous root system, splendid, well shaped tops and symmetrical beauty. They give satisfaction and pleasure everywhere.

So! Now, we will show you what value is!

To be without Evergreens after this is inexcusable.

**Please Read Before Ordering  
Turn to Page 2**

## HOW TO PLANT EVERGREENS

Evergreens require but ordinary garden soil. A good coating of manure or fertilizer mixed with the soil before planting will greatly enhance their beauty and increase the yearly growth. Set the trees the same depth as they have been growing in the nursery. For trees without ball of soil spread the roots out and downward. Press the soil firmly around the roots and then give the trees a good drink of water. No more watering is needed unless the weather should be very dry and arid. Evergreens can take care of themselves with the bountiful aid of Mother Nature.

"Nemapeg" is a sure sign of "Success."

# Permanent BEAUTY

"NEMAPEG" Again Forges Ahead! Acclaimed by all who see them are these full-fledged, well-filled out Evergreens! Here are the choicest Evergreens in our Nursery ready to Beautify your Home.

Large, well-shaped specimens of Superb Quality offered to you at the low price of 79c each. Prices cut mid-ways!

**YOUR CHOICE! ONLY 79c EACH! 2 for \$1.50! 6 for \$4.00!** The pick of our Fields. NEVER AGAIN WILL YOU SEE SUCH VALUES!

**PICK THEM OUT!**  
**CAROLINA HEMLOCK.** 2-2½ feet. A rapid grower with spreading, pendulous branches. Very hardy, with rich, deep green foliage.

**PYRAMIDAL ARBOR-VITAE.** 3-foot trees, Pointed pyramidal columns. Unchanging dark green, feathery foliage. Always holds its shape.

**RETINOSPORA PISIFERA.** 2- to 2½-ft. trees. Tall pyramidal shape. Pendulous, graceful, dark green foliage.

**MUGHO PINE.** 2-foot spread. Dwarf, compact, globular and many-stemmed. Dark green. Dense needles on upright branches, like candles.

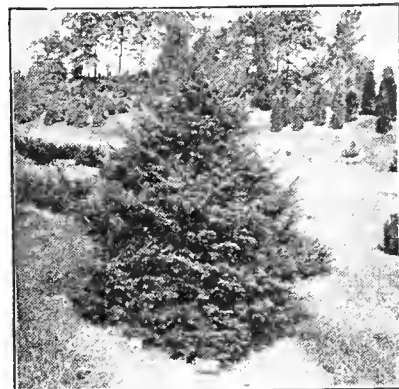
**GLOBE ARBOR-VITAE.** 2-foot trees. A perfect globe of dense light green foliage. Dwarf.

**YOUR CHOICE!**  
**GOLDEN PLUME CYPRESS** (*Retinospora plumosa aurea*). 2- to 2½-ft. trees. Soft, heavy and dense growth. Feathery, artistically cut foliage, tinted a soft, beautiful yellow. Gives color in an evergreen planting.

**COLORADO SPRUCE.** 2½-3 feet. Symmetrical and upright. Light green foliage. Exceedingly popular.

**DOUGLAS FIR.** 2-2½ feet. Conical shape. Bluish green foliage. Very attractive.

**ANDORRA JUNIPER.** Remains close to the ground. Gray-green in summer; reddish purple in winter. 1½-2 ft. spread. The finest spreading Juniper.



Balsam Fir



Golden Cypress

The Trees Are Ready For Planting Place Your Order Now

## Evergreens for Your Rockery

### Low Growing Selections

Selected young trees that will just fit in those small spaces between the rocks. Here is a wonderful assortment of genuinely superb little trees.

1 **YELLOW PLUME CYPRESS.** Soft, feathery foliage, golden tipped.

1 **ANDORRA JUNIPER.** Remains close to the ground. Gray-green in summer; reddish purple in winter. Fine for rock work.

1 **JUNIPER HORIZONTALIS** (Creeping Juniper). Deep green. Bronzy purple in winter.

1 **MOSS CYPRESS.** Pyramidal and columnar. Dense, misty silvery blue foliage. Soft and graceful.

1 **EUONYMUS VARIEGATA.** White and green foliage. Beautiful creeper.

1 **BUXUS SEMPERVIRENS** (Boxwood). Low, round, compact plants. Deep green.

1 **RETINOSPORA PLUMOSA.** Pyramidal. Deep green, fernlike, soft foliage.

1 **EUONYMUS COLORATA.** Creeper. In summer a deep green; in winter scarlet.

1 **RETINOSPORA LUTESCENS.** Very dwarf. Light green foliage tipped a lemon-yellow.

1 **TAXUS CUSPIDATA** (Japanese Yew). Rich, dark green foliage. Red berries.

Fine young plants that will grace your rockery with the demeanor of the most snobby aristocrat. They will fill the requirements to the utmost possibility. **REMEMBER, 10 of them for ONLY \$1.50; 100 for \$10.00. 50 at 100 rate.**

## ROCK GARDEN COLLECTION

**SPECIAL 10 Evergreens Triumph OFFER only \$1.50**

This "Triumph Collection" can be shipped parcel post by adding 25c to your remittance. Otherwise it is shipped by express, charges collect.

"THOSE are, beyond doubt, the prettiest and most handsome little Evergreens I have ever seen or purchased at so low a price." Statements like this are heard every day at our nursery and by unsolicited testimonials received from customers more than satisfied. Just you try some of these Rock Evergreens and see for yourself what a few dollars will do.

## Rock Evergreens

### Pick Them Out

To be complete your garden must have a rockery. And your rockery, to be called a finished product, must contain Evergreens.

This group of 10 of the handsomest and cutest Evergreens you've ever seen, is designated for your rockery.

They appeal right to the heart of every rock garden enthusiast. Every one of you can own a collection like this. The price is a spur to buying.

A rockery without Evergreens is incomplete.

Let's get together! Your ideas and these Evergreens should give your rockery the final touch. Here are Pyramids, Formal Columns, Globes, Prostrates, Creepers and Spreaders.

**JUNIPERUS SABINA.** Deep green. A vase-shaped spreader. Very attractive.

**JUNIPERUS STRICTA** (Greek Juniper). Vigorous. Stiff, erect branches. Blue-green foliage. Pyramidal.

6  
Rock  
Evergreens  
\$1.50

Regular Value \$3.00

Sound Quality at  
Bargain Prices

50,000 selected, 4 to 5 year, field-grown trees, with heavy top growth and splendid root system.

**MOSS CYPRESS.** Dense, misty, silvery blue foliage; soft and graceful.

**RETINOSPORA LUTESCENS.** Very dwarf. Light green foliage tipped a lemon-yellow.

**THUYA O. UMBRACULIFERA.** Low, compact globes. Foliage thin, fine and dark green.

**RETINOSPORA PLUMOSA AUREA** (Golden Plume Cypress). Soft, feathery foliage, golden tipped.

**SWISS PINE.** Dwarf, many-stemmed Pine. Dark green.

**ANDORRA JUNIPER.** Remains close to the ground. Gray-green in summer; reddish purple in winter. Fine for rock work.

**JUNIPERUS CAROL.** Columnar, formal and erect. Glaucous green foliage. Yellow tinted.

**JUNIPERUS HORIZONTALIS** (Creeping Juniper). Clings to rock fountain. Deep green foliage, purplish in winter.



Juniperus Sabina

# Have SUCCESSFUL Evergreen Plantings

## Adhere to These 3 Sound Rules!

No. 1—Early Ordering

No. 2—Early Planting

No. 3—New Market Perennial  
Gardens ("Nemapeg")  
Vigorous, Weather-  
Tested, Jersey-Grown  
Stock

Please Read Before Ordering  
Turn to page 2.

# Are You Stumped?

Have you rough banks to contend with?  
Sloping terraces that wash out?  
Places that are really inhospitable to plants?

"Nemapeg" Will Help You Solve the Problem! The Day is Saved!

PLANT "JUNIPERUS HORIZONTALIS" (Creeping Juniper).  
One of the best types for mass planting. Deep green foliage, turning  
bronzy purple in the winter. Low, spreading habit. Branches form roots where-  
ever they come in contact with the soil. Fine for under-  
planting. Good for banks, terraces, shady nooks and  
out-of-the-way places.

Heavy, dense specimens  
with 3-foot streamers or trail-  
ers, and plenty of them, for  
only \$1.59 each; 2 for \$3.00;  
3 for \$4.00. Money spent on  
these trees is money well in-  
vested. The most useful all-  
around evergreen of the  
prostrate types.

GET YOURS TODAY.



## Big Value! **SPLENDID EVERGREENS** Small Cost!

THE HOME-OWNER'S DELIGHT — "THE MAJESTIC BLUE SPRUCE"

A Tree That You Have Always Desired  
NOW IT IS WITHIN YOUR REACH!

### COLORADO BLUE SPRUCE America's Own

These are genuine Colorado Blue Spruce. America's own  
trees and contribution to the conifer family.

What symbolizes "America" more than this majestic, massive  
growing evergreen with its shiny, steely blue foliage that flashes  
and sparkles in the sunlight.

The most desirable specimen tree  
for center plantings on lawns or for  
specimen groups near entrances and  
along drives.

A Colorado Blue Spruce makes a  
splendid gift and creates lasting  
memories.

Many a heart and home has been  
gladdened by trees such as these.

In two to three years these trees  
will have tripled their value, to say  
nothing of the beauty and satisfaction  
that you and your surroundings will  
gain.

Place your order now! Order in  
pairs and save more money.

2½-3 feet, each, \$2.75;  
2 for \$5.00.

2-2½ feet, each, \$1.45;  
2 for \$2.50.

1½ feet, each, 85c; 2 for  
\$1.50.

Regular Values: \$4.00,  
\$2.50, \$1.25.

Selected from thousands of shapely  
trees.

Sacrificed to make room.

Shipped either by express or  
freight.



Colorado Blue Spruce

### SPECIAL SURPLUS OFFER of COLORADO SPRUCE

ORDER NOW!  
Before  
High Prices

Taken from our extensive blocks of  
Blue Spruce. These are not deep blue  
in color, but have a pleasing bluish  
green foliage and are perfect in form  
and bearing. Splendid trees, worth  
many times the price asked.

(This sweeping Clearance Sale  
brings you Evergreens at less than  
cost. Fine, heavy, field-grown stock,  
too).

**NOW!**  
**Low**  
**Prices!**

1 to 1½ ft., 40c each;  
3 for \$1.10.

1½ to 2 ft., 65c each;  
2 for \$1.25.

2½ to 3 ft., \$1.25  
each; 2 for \$2.25.

(Regular values: \$1.00,  
\$1.50, \$2.50).

**"NEMAPEG"**  
**Weather-Tested**  
**Stock Always**  
**Produces Results**

# CHOICE EVERGREENS! Great Buys!

## 5000 Austrian Pine

5000 heavy, three times transplanted, specimen trees, running 3 feet and over. Only—

One of the finest of the ornamental Pines. Massive, spreading limbs. Long, stiff needles. A dark, deep green color. Handsome and very hardy.

**75c each;  
10 for  
\$6.00**

Regular Value,  
\$1.50 each

Ornamental Wherever  
Planted

Those large bare spaces  
away from the house can  
easily be filled with Aus-  
trian Pine!



*The  
Queen of  
Graceful Beauty*

## Canada Hemlock

There is hardly any evergreen that can surpass it in gracefulness and beauty. It has regular conical form. Long, slender, graceful, pendulous branches. Dark green color. Very dense growing tree. Prefers a deep, moist loamy soil. Likes the shade or full sun. Will grow well on any ground. Stands heavy shearing. We offer heavy, sheared, dense trees in the following size:

2½ to 3 feet, \$1.75 each; 2 for \$2.50.

Perfect balanced specimens, regular value, \$3.50 each. Dug with a good ball of earth, insuring safe and successful transplanting. "Nemapeg" quality gives you the best.

## Most Useful Ornamental American Arbor-Vitae

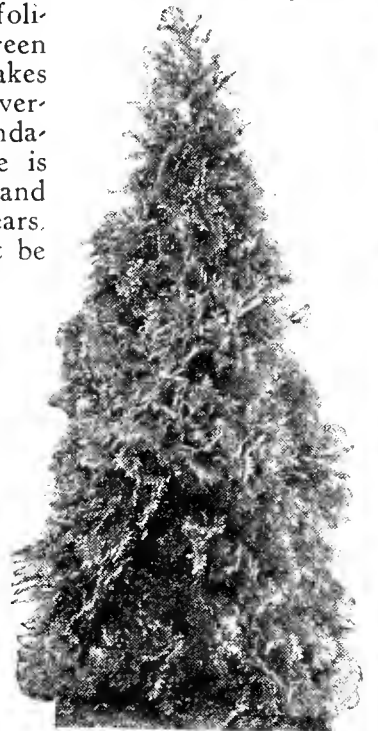
Pyramidal in form and of a very soft and flexible foliage, deep green in color. Makes the finest evergreen for foundation use. Here is the biggest and best buy in years. It simply can't be duplicated.

Heavy, well  
shaped, sheared  
specimens.

**5-6 ft.  
\$2.75  
each**

**2 for  
\$5.00**

It's a give-  
away. They  
should really  
cost \$4.00 each.  
Get one — see  
for yourself.



# Evergreens and Plenty of Them Are a Part of the American Home

The Attractive "Outside" Leads to an Inviting "Interior"

Don't stop just at the front of the house. Plant evergreens at the sides and in the back, WHEREVER YOU HAVE ROOM! Always plant the BEST. "Nemapeg" quality stock assures you the BEST!

## For You the Home Owners

No one realizes better than yourself how bare corners and shabby entrances tend to rob a home of that neat and well-kept look associated with the Ideal American House.

No matter how expensive the building, the lack of proper outdoor adornment will detract both from its beauty and value.

## Who Plant With an Eye for Economy as Well as Success and Beauty

You want to landscape your grounds! You want it done without too much expense! You want results for your money? Worry no longer!

Big, heavy, balled and burlapped landscape evergreens for immediate effect.

**\$2.25 Each  
5 for \$9.00  
10 for \$17.50  
Regular value  
\$3.50 each**



The modest home takes on solidity when planted with Evergreens

\$2.25 each; 5 for \$9.00; 10 for \$17.50.

Regular value, \$3.50 each.

**IRISH JUNIPER.** 4 feet. Narrow, dense column, very erect and formal. Foliage a deep glaucous green. An evergreen pillar.

**JAPANESE CYPRESS.** 3 feet. Pyramidal, almost as broad as tall. Lacy, light green, fernlike foliage. An image of gracefulness.

**MUGHO PINE.** 2½ to 3-foot spread. A spreading, many-stemmed dwarf Pine. Deep green foliage and candle-like new growth.

**AMERICAN ARBOR-VITAE.** 4 feet. Bright green foliage in flat sprays. Upright and pyramidal in form. Very popular and exceedingly hardy.

**GLOBE ARBOR-VITAE.** 2½ feet. Nearly as wide as tall. A perfect ball of green foliage, dense and compact. Its rotundity makes a corner planting more pleasant.

**PFITZER'S SPREADING JUNIPER.** 3 to 4-foot spread. The best among the spreaders. Low, spreading and compact. Branches arranged in spirals. Foliage a pleasing bluish green.

**COLORADO SPRUCE.** 3 feet. Upright and symmetrical. Light green and greenish blue foliage.

**DOUGLAS FIR.** 2 to 3 feet. Dark bluish green foliage. Conical shape.

**NORWAY SPRUCE.** 3 to 4 feet. Dark green needles. Pyramidal and a rapid grower.

**SILVER MOSS CYPRESS.** 2 to 2½ feet. Columnar and pyramidal. Bluish green.

PLEASE READ BEFORE ORDERING  
Turn to page 2.



## You All Remember Grandmother's Garden, Don't You?

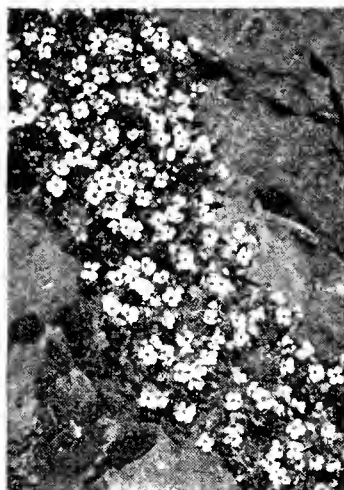
What a glorious treat! No lack of bloom or color there. Plants that grew stately, strong, with spikes of blue and pink. Stocky Sweet Williams with their gaudy colors. Fragrant Phlox with immense trusses of bloom and brilliant colors. Pert and saucy varieties that grew gayly among the abundance and riot of flowers of every description.

## Remember!

You also remember, too, don't you, that Grandmother kept these same plants from year to year without much fuss and bother. She just planted them and they grew and grew. These were Perennials.

Today we give you Grandmother's favorites as well as many new types that were not so well known in those days. These plants will give your garden new blood, new pep and vigor. Let's bring back grandmother's garden and make it better than grandmother ever dreamed of.

Here is "new blood" for that perennial garden of yours!



Aubretia Deltoidea

**ACHILLEA, Cerise Queen.** Profuse bloomer with flat flower heads of deep cerise. Fine, attractive foliage. Good for cutting. 2 feet. 20c each; 6 for \$1.10.

**ALYSSUM spinosum.** Hardy white Alyssum. A neat rock plant. Heavy, compact foliage of silvery gray, which is evergreen. Small, showy white flowers. A fine rock garden supplement. 30c each; 4 for \$1.00.

**ANCHUSA myosotidiflora.** New, rare. Dwarf, clear blue Forget-me-not flowers. Unexcelled for the rockery or the border. Large, handsome foliage. 20c each; 6 for \$1.10.

**A. sempervirens.** A semi-dwarf everblooming variety with light blue flowers on strong, handsome spikes. Large, spotted foliage. 3 feet. 20c each; 6 for \$1.10.

**ANEMONE pulsatilla.** This spring Anemone is the show of the rockery. Low, finely cut foliage; large, showy flowers of lilac and white. 25c each; 5 for \$1.10.

**ARABIS alpina rosea** (Alpine Rock Cress). Very dwarf rock plant. Large, shiny leaves. Various shades of rose-pink. Grows 6 inches high. Early bloomer. 20c each; 6 for \$1.10.

**AQUILEGIA flabellata nana.** One of the best dwarf Columbines for the rockery. Bright glaucous foliage. Dwarf, waxy white flowers. 12 inches. 35c each; 3 for \$1.00.



Heuchera Sanguinea

**A., Mrs. Scott Elliott Hybrids.** A fine mixture of long-spurred Columbines with colors ranging from deep purple through pink, red, buff, violet to pure white. One of the finest. 2 to 2½ feet. 25c each; 5 for \$1.10.



Arabis Alpina Rosea

# For the Border, Rockery, Novelties,

**AQUILEGIA, Dobbie's Imperial Hybrids.** The finest long-spurred Mixture yet introduced. Shows the widest variety of delicate pastel tints in extra long-spurred, perfectly formed flowers. It's new and rare. 2 to 2½ ft. 50c each.

**ARENARIA montana.** Splendid rock plant. Low, dense foliage; covered in early June with large white flowers. Profuse bloomer. A rock plant that commands attention. 4 to 6 inches. 25c each; 5 for \$1.10.



Dictamnus Fraxinella

**ARMERIA caespitosa.** A rare and charming little Alpine. It forms miniature tufts of bright green which are covered in June with a mass of stemless flowers of a bright rose. Never gets out of bounds and is only 3 inches high. For the rockery. 35c each; 3 for \$1.00.

**ASCLEPIAS tuberosa** (Butterfly Weed). Attractive plants flowering during July and August. 1½ ft. Umbels of bright orange colored blossoms. Lovely to cut. Very lasting. 25c each; 5 for \$1.10.

**ASPHODELUS luteus.** A neat border plant of great attractiveness. A fine addition for the wild garden. Long spikes of fragrant, yellow flowers. Slender, lily-like foliage. Blooms in June and July. 3 ft. 30c each; 4 for \$1.10.



New Double Shasta Daisy

**ASTILBE** (Plume Spirea). These charming plants prefer light shade. Fleecy, plume-like spikes in early summer. A large color range in pink, white and reds. 2 feet. Heavy plants. 50c each.

**AUBRETIA deltoidea** (Rainbow Flower). Because of their neat, compact foliage and the vivid splash of color which they give in the spring, this plant is one of the best subjects for the rockery. Clear lilac. 6 inches. 20c each; 6 for \$1.10.

# and Cutting! Hardy Flowering Perennials in Better Varieties, Rarer Types



Grenadin Carnation

**BUPHTHALMUM cordifolium** (Ox-Eye Daisy). Bright orange-yellow. Fine for border. 4 feet. Handsome. July and August. 25c each; 5 for \$1.10.

**CALANDRINIA umbellata**. A showy, dwarf plant, 6 inches, that produces, in the spring, a mass of vivid crimson flowers of great beauty. Quite rare and unusual. For the rockery. 30c each; 4 for \$1.10.

**CAMPANULA persicifolia** (Peachbells). A beautiful Bellflower attaining 2½ to 3 feet. In blue and white. Strong plants. 20c each; 6 for \$1.10.

**C. poscharskyana**. A new introduction. A fine, low Bellflower that forms compact tufts and blooms all summer. Deep blue. Highly recommended. 6 to 8 inches. 25c each; 5 for \$1.10.



Dicentra Eximia

**DELPHINIUM Belladonna Improved**. Far superior to the ordinary Belladonna. Strong grower. Heavy spikes of finest light blue. Blooms all summer. 4 to 5 feet. 35c each; 3 for \$1.00.

**D., Gold Medal Hybrids**. Large spikes and in different shades of blue, purple and lavender. Grows 5 to 6 feet. 8 strong plants for \$1.00.

**DELPHINIUM, Imperial Hybrid (California Strain)**. The finest hollyhock type of Delphinium we have ever seen. Single flowers have attained a width of 2 inches. Will produce stems 8 feet high with a flower spike measuring 3 to 4 feet. A fine range of colors. A profusion of doubles. Here is a really worth-while Delphinium. 50c each; 3 for \$1.25; 6 for \$2.25.

**DICTAMNUS fraxinella** (Gas Plant). Rosy pink. Abundance of bloom. Blooms in July. Heavy, 3-year plants, 40c each; 3 for \$1.10.

**DICENTRA eximia** (Dielytra). Dwarf, everblooming Bleeding Heart. Fine lacy foliage and an abundance of flowers all summer long, up till frost. For the rockery, border and garden. Red. 20c each; 6 for \$1.10.

**DIELYTRA spectabilis**. The real old-fashioned Bleeding Heart. Every garden is entitled to its beauty. Lovely foliage. Pendulous branches of deep red, heart-shaped flowers. Blooms early. 18 to 24 inches. Strong stock. 35c each; 3 for \$1.00.



Geum

**CENTAUREA dealbata**. Increasingly popular. Large, rosy lavender flowers throughout the summer. 2 feet. 20c each; 6 for \$1.10.

**C. macrocephala**. A very striking plant with bloom like a huge yellow thistle. The brown buds are very ornamental. Fine for cutting. 3 feet. June and July. 20c each; 6 for \$1.10.

**CHRYSANthemUM, Laciniated**. New, rare Shasta Daisy. Pure white with fine curled petals. Strong grower producing its flowers on erect, well balanced stems. Blooms in June and July. 20c each; 6 for \$1.00.



Japanese Iris

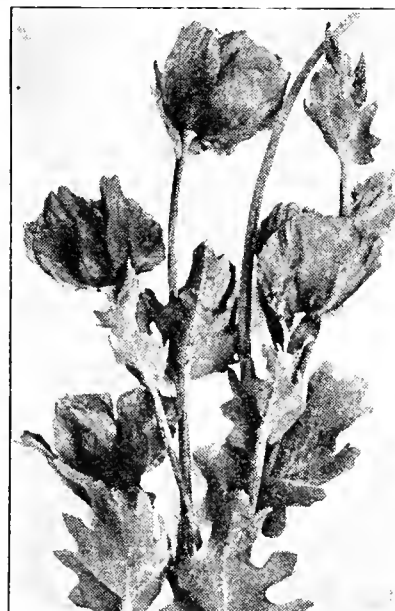
**DIPSACUS laciniatus** (Laciniated Teazel). An odd, colorful perennial for the background. 5 to 6 feet. Large, thorny foliage. Rose colored, ornamental flowers. A decided novelty. Blooms during July and August. Grows well in dry locations. 20c each; 6 for \$1.10.

**DORONICUM plantagineum excelsum** (Leopards Bane). Golden Yellow Flowers of very rare size in April and May. Makes a fine spot of color in the border. Excellent for cutting. Strong plants 35c each, 3 for \$1.00. **SUPPLY LIMITED.**

**ERINUS alpinus** (Alpine Liver Balsam). Low, neat and compact rock plant. Evergreen foliage. Abundance of purple flowers. Very free flowering. Blooms in June. 25c each; 5 for \$1.10.

**GAILLARDIA, Burgundy**. New, shining wine-red Gaillardia. The first of the all-red Gaillardia introduced. A novelty of European origination. A fine, showy perennial for the border and for cutting. 2½ feet. Blooms all summer. 25c each; 5 for \$1.10.

**GERANIUM sanguineum**. A gem well adapted for the rockery. Makes a round, compact plant 6 to 8 inches high with striking foliage and red flowers. Always in bloom. 25c each; 5 for \$1.10.



Glaucium

**GEUM**. One of the finest of the hardy perennials. Grows 1½ to 2 feet. Makes a dandy cut flower. The following varieties are all double flowering and very showy. They are priced very low at 15c each; 8 for \$1.10.

**G. atrosanguineum**. Deep crimson.

**G., Mrs. Bradshaw**. Deep scarlet.

**G., Lady Stratheden**. Bright soft yellow.

**GLOBULARIA cordifolia** (Blue Globe Flower). Pretty globe-shaped, blue flowers in June which rise 8 inches above dark evergreen foliage. An interesting item for the rockery. 25c each; 5 for \$1.10.

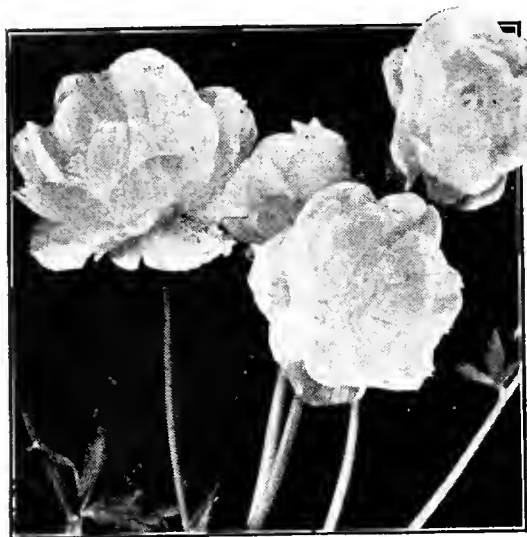
**GRENADIN CARNATIONS**. This fine double hardy Carnation is the most popular. The brilliance of the colors and its neat blue foliage and habit make it an invaluable addition to the garden. Fine for cutting. Scented. Blooms all summer. Fine mixture of yellows, reds, white and pink, as well as blacks. 10 to 12 inches. Heavy, field-grown clumps, 25c each.

**GYPSOPHILA acutifolia** (Baby's Breath). A fine cut flower and border plant. It blooms in June and July. This is rose-pink and very attractive. 20c each; 6 for \$1.10.



Gypsophila Acutifolia

# Hardy Flowering Perennials in Novelties, Better



*Trollius Europaeus*

## Here are Some Items YOU SHOULD NOT BE WITHOUT

When you want a good cut flower include Grenadin Carnations and Gaillardia Burgundy, in your selection.

Trollius are undeniably The Perfect Perennials. Tuck several in your garden.

Without Japanese Iris, your Perennials will look lost. In July they give you color and bloom that no other plant can surpass. ORDER SOME!

Thermopsis is a splendid item that rivals any hardy flower. To have them is to have a distinguished garden. They are easily available from our perfect stock.

**HEUCHERA sanguinea** (Coralbells or Alum Root). Prefers shade and moisture. Resembles red Lilies-of-the-Valley. Slender spikes of soft coral-red, bell-shaped flowers from May until August. Attractive foliage retained throughout the winter. Grows about 10 to 12 inches. 25c each; 5 for \$1.10.

**H. brizoides**. Bright pink flowers on graceful stems. Excellent for cutting. 15 to 18 in. 25c each; 5 for \$1.10.

**IBERIS sempervirens**. True, evergreen White Candytuft. Low grower and very compact. Blooms during May and June. Fine for the border or rockery. 20c each; 6 for \$1.10.

**INULA grandiflora** (Golden Beauty). Fine golden yellow flowers, resembling Doronicums. Strong stems for cutting. 2 to 2½ feet. Blooms nearly all summer. Very showy. 25c each; 5 for \$1.10.

**IRIS Kaempferi** (Japanese Iris). The most showy of all Iris. Blooms during June and July. Large, flat flowers, resembling orchids, borne on strong, straight stems. Every color of the rainbow. We have a beautiful strain. 25c each; 5 for \$1.10.

**I. pumila Hybrids**. Dwarf, beautiful gems for the rockery. An extensive range of colors. 6 to 8 inches high only. Blooms very early in the spring. Fine for bordering pools. 25c each; 5 for \$1.10.

**JASIONE perennis**. A neat rock plant or border supplement. Miniature blue scabiosa-like heads. Makes small tufts. Blooms extensively. 25c each; 5 for \$1.10.

**LINUM flavum** (Hardy Yellow Flax). Profuse bloomer like its blue cousin. You will be delighted with this plant. The foliage is heavier than that of the Blue Flax, but the flowers are very much the same with the exception of being a deep, pleasing yellow. 20c each; 6 for \$1.10.

**L. flavum compactum**. An improvement on *Linum flavum*. Compactum grows in a very compact and dense form and produces a profusion of deep yellow flowers. 12 inches tall. For the rockery. 35c each; 3 for \$1.00.

**L. narbonneuse**. A new hardy Flax producing a spreading, attractive clump of foliage with azure-blue, white-eyed flowers. Blooms from May to August. 2½ feet. 25c each; 5 for \$1.10.

**MONARDA didyma** (Bergamot). A mass of bright scarlet flowers, with fragrant foliage. August to September. Also mixed colors. 18 inches. 25c each; 5 for \$1.10.

**M. fistulosa** (Bergamot). Producing purple flowers in August and September. Scented. 25c each; 5 for \$1.10.

**OENOTHERA missouriensis**. One of the finest rock plants that we have. Prostrate growing, very hardy. Produces freely very large, bright yellow flowers. The largest flowering of all the *Oenotheras*. Blooms from June to August. 20c each; 6 for \$1.10.

**PARDANTHUS chinensis**. Brilliant orange-red touched with chocolate-brown. Lily-like flowers. Strong, robust grower. 18 to 24 inches. 25c each; 5 for \$1.10.

**POLEMONIUM coeruleum** (Jacob's Ladder). Pretty spikes of bright blue flowers with golden centers. Grows about 18 inches. A real summer flower. Fine, lacy foliage of fernlike formation and deep green in color. A real handsome ornamental. 25c each; 5 for \$1.10.

**POTENTILLA** (Cinquefoil). Beautiful plants for the rockery or border. Strawberry-like foliage. Handsome, large flowers in abundance. 25c each; 5 for \$1.10.

**P. nepalensis** (Formosa). Cherry-red and buff flowers. Very pretty. Grows 24 inches. 25c each; 5 for \$1.10.



*Stachys Lanata*



*Myosotis Alpestris*,  
"Distinction"

**M**ANY of you may not be so well acquainted with the Novelty Perennials that we list and cannot make up your minds as to which will give you the best results and the greatest show. ALL OF THEM WILL DO THAT FOR YOU.

However, we have selected three distinctive groups that, in our opinion, will fill the bill, wherever there is a doubt. You can order these without hesitation, as they have already PROVED THEMSELVES!

### "SUPERB" Rare Novelty Garden of CUT FLOWERS

- |                        |                          |
|------------------------|--------------------------|
| 1 Gaillardia, Burgundy | 1 Centaurea macrocephala |
| 1 Grenadin Carnation   | 1 Gypsophila acutifolia  |
| 1 Scabiosa caucasica   | 1 Double Shasta Daisy    |
| 1 Thalictrum glaucum   | 1 Hybrid Delphinium      |
| 1 Thermopsis           | 1 Achillea, Cerise Queen |
| 1 Geum                 | 1 Anchusa sempervirens   |

**12** Strong Plants for Only **\$2.50**  
"Fair Value \$5.00"

### "ACCLAIMED" Novelty Rare Rock Garden

- |                                     |                           |
|-------------------------------------|---------------------------|
| 1 Thymus coccineus                  | 1 Campanula poscharskyana |
| 1 Anemone pulsatilla                | 1 Calandrinia umbellata   |
| 1 Primula veris, Munstead<br>Giants | 1 Sempervivum             |
| 1 Arenaria montana                  | 1 Silene Schafta          |
| 1 Heuchera sanguinea                | 1 Linum flavum            |
| 1 Pink Violet                       | 1 Stachys lanata          |

**12** Strong Plants for Only **\$2.50**  
"Fair Value \$5.00"

**Strong Healthy  
Stock—**

**THE BEST**

**Attain greater  
planting success by  
receiving your stock  
early. Don't delay.**

### "VICTORY" Rare Novelty Perennial Garden or Border

- |                         |                         |
|-------------------------|-------------------------|
| 1 Monarda fistulosa     | 1 Trollius              |
| 1 Thalictrum flavum     | 1 Asclepias tuberosa    |
| 1 Valeriana officinalis | 1 Asphodelus luteus     |
| 1 Japanese Iris         | 1 Potentilla nepalensis |
| 1 Polemonium            | 1 Pardonthus chinensis  |
| 1 Sweet Wivelsfield     | 1 Inula grandiflora     |

**12** Strong Plants for Only **\$2.50**  
"Fair Value \$5.00"

**All 3**

**GARDENS  
COMPLETE**

**for Only \$7.00**

*It's A Buy*

# Varieties, Rarer Types

**PRIMULA veris**, Giant Munstead Strain. Improved Primrose with large flowers on long straight stems. A great improvement over the old Veris. Beautiful shades of all colors. Handsome for the rockery. 12 inches. 20c each; 6 for \$1.10.

**PRUNELLA grandiflora**. Form a mass of deep green foliage with stocky miniature spikes of deep purple flowers in June. Of a very rugged habit. 6 inches. For the rockery. Each 30c; 4 for \$1.10.

**RUDBECKIA fulgida** (Orange-yellow Coneflower). Beautiful deep colored flowers on strong stems. Late summer and fall. 25c each; 5 for \$1.10.

**SALVIA farinacea** (Blue Bedder). An improved strain. Very hardy and attractive. Blooms from July until frost. Long spikes of light blue. Green and silvery foliage. Grows about 30 inches. One of the finest blue Salvias grown. 25c each; 5 for \$1.10.

**SAXIFRAGA cordifolia**. One of the finest of plants for the Alpine and Rock Garden. Large leathery leaves of a russet-green color. Bright rose ball-shaped flowers in the early spring. Stock limited. 25c each; 5 for \$1.10.



Primula Veris



Silene Schafta

**SCABIOSA caucasica** (Isaac House Hybrids). The finest of all the hardy Scabiosas. Wide range of delicate blue and lavender shades, many being strong doubles. Excellent for cutting. Blooms all summer. Immense flowers 2½ to 3 inches across. 2 feet tall. 25c each; 5 for \$1.10.

**SHASTA DAISY**, New Double. Large white flowers. Double rows of petals. New, rare. Only a limited quantity. 35c each; 3 for \$1.00.

**SILENE Schafta**. A recommended deep rose trailer for the alpine garden and rockery. Neat habit and colorful. Covered with large, deep pink flowers during the summer. 6 inches. 25c each; 5 for \$1.10.

**S. asterius grandiflora**. A showy crimson-scarlet for the border. 18 inches. Blooms during July and August. Good for cutting. 20c each; 6 for \$1.10.

**SEMPERVIVUM** (Hen and Chickens). Selected varieties from hybrids. Fine compact rosettes. Great variety and mixture of shades. You should, at least, have several of these in your rockery. Easy to grow. 25c each; 5 for \$1.10.

**SPIREA filipendula** hexapetala. Finely cut foliage, with fluffy creamy white flower heads. Fine for the rockery. Each 25c; 5 for \$1.10.

**STACHYS lanata** (Woundwort). Fine, old-fashioned cottage garden plant for edging. Fine for rockery. Dwarf, soft silvery foliage. 4 inches. Purple flowers. 25c each; 5 for \$1.10.

**SWEET WIVELSFIELD**. A new hybrid variety of Pinks. A cross between a Carnation and Sweet William. Immensely popular. Extra large flowers in a brilliant mixture. Fine for the border, rockery or for cutting. Blooms all summer. 20c each; 6 for \$1.10.

**THERMOPSIS carolinian**. One of the finest of perennials. Resembles a huge yellow Lupine. 4-5 feet with 12-inch flower spike; good for cutting. June and July. 25c each; 5 for \$1.10.

**THYMUS coccineus**. A splendid low-growing Alpine, with bright red flowers in profusion. Very small foliage, laying real flat on the ground. Unexcelled for rock work. 2 in. Blooms through summer. 25c each; 5 for \$1.10.

**T. serpyllum**. The fragrant Thyme is necessary in your rockery. Fine for small crevices, for filling in between flags and stepping stones. Small foliage, very scented. Pretty miniature red flowers. 25c each; 5 for \$1.10.

**THALICTRUM flavum**. Yellow Meadow Rue. Excellent for the hardy border. Easy to grow in sun or shade. Finely cut foliage of a glaucous blue. Good for cutting. 4 feet. During June and July. 25c each; 5 for \$1.10.

**T. glaucum**. Same type as the above, but flowers are a bronze-yellow. Same habits as the Flavum. Same blooming period. Valuable for cutting. 25c each; 5 for \$1.10.

**TROLLIUS** (The Large Golden Globe Flower). One of the finest perennials in cultivation. NOW YOU TOO CAN HAVE TROLLIUS! Fine plants. 25c each; 5 for \$1.10.

**T. caucasicus**. Orange. Very pretty. 25c each; 5 for \$1.10.

**T. europaeus** (European Globe Flower). A brilliant yellow in the spring. Delightful in the border. Deep green, finely cut foliage. 25c each; 5 for \$1.10.

**T., Earliest of All**. One of the first to bloom. Attractive orange-yellow flowers. 25c each; 5 for \$1.10.

**T. Ledebouri**. One of the best of the Trollius. Tallest and largest flowering. Latest to bloom. 35c each; 3 for \$1.00.

**T. Ledebouri "Golden Queen"**. New and fine introduction. Award of merit R.H.S. Vigorous 3-foot plants of an intense orange hue. Extremely free-blooming. 50c each.

**VALERIANA officinalis** (Hardy Garden Heliotrope). Produces showy heads of rose-tinted white flowers during June and July, with a delicious, strong heliotrope odor. 3-4 feet. Loves a moist spot. 25c each; 5 for \$1.10.

**VERBASCUM phoeniceum**. A very pleasing perennial for the hardy border. Graceful spikes of every shade and color. Attains a height of 2-2½ feet. Heavy, deep green foliage. Strong grower and very hardy. Blooms the early and middle part of the summer. Very choice. 25c each; 5 for \$1.10.

**VERONICA incana**. A choice gem for the rockery. 8 inches. Spikes of vivid purple-blue contrasting beautifully with the silver-grey foliage. June and July. Supply limited. 25c each; 5 for \$1.10.

**V. spicata rosea**. A pleasing Pink Veronica, good for the border or rockery. Profuse bloomer with pure rose-pink spikes. 12-18 inches. Throughout the summer. 25c each; 5 for \$1.10.



Linum Flavum

There is no time like the present to select, order and plant The Best, The Most Beautiful and The Hardest in Perennials. GET BUSY!

The word "Novelty" conveys the meaning of something Out-of-the-Ordinary. You know all of us are always trying to figure out some way or other in which we can have a garden just a little better than the next fellow.

There is no longer any need for you to look around. You have already been confronted by a listing of the Most Useful, The Most Beautiful, and the Most Prolific Blooming Plants that you could desire. It's been a cinch so far, to get ahead of the other fellow. NOW WE ARE GOING TO MAKE IT EVEN SIMPLER! . . . WE ARE GOING TO GIVE YOU AN INSIGHT INTO OUR "PINK VIOLET" CORNER:

Here Is the Plant that Clinches the Argument:

## The New Pink Violet!

(This little Gem tops all of them)

THEY SAY  
"Violets  
are Blue"  
But These  
are PINK!

20<sup>c</sup> each  
6 for \$1.10



Just think! A plant that blooms from early spring to late summer and then again in the fall. Large, deep pink flowers on strong, erect stems. And fragrant? Man, we'll say so. The perfume can be detected long before you see where the plants are growing. It's an exotic pleasant scent that fascinates and draws you.

With this item in your possession you can call your garden complete. It's Rare! It's Fascinating! It's got everything! WE ARE OFFERING REGULAR 50c PLANTS FOR ONLY 20c each; 6 for \$1.10.

Likes shade and a moist location. GET PLENTY OF THEM. YOU'LL NEVER REGRET IT.

## Primula Cashmeriana



Here is another of those items that gives the Gardener a Thrill. Hitherto this Rare and Exotic Primrose has been denied most of you. NOW, "NEMAPEG" places it within your reach at a very reasonable price, indeed.

We like to see you Get Something that the other fellow hasn't been able to touch.

Cashmeriana is one of the first primroses to brighten the spring. Produces large, round flower heads of a deep purplish blue. A strong grower and an abundant producer.

PLANTS THAT REGULARLY RETAIL AT 75c EACH, FOR ONLY 30c EACH, OR 4 FOR \$1.10. WE CANNOT RECOMMEND THIS PLANT TOO HIGHLY! The only thing for you to do is to get some and SEE FOR YOURSELF!



**THEY LIVE  
YEAR AFTER YEAR**

# Hardy Flowering Perennials

**THEY LIVE  
YEAR AFTER YEAR**



Anchusa

**ACHILLEA, The Pearl.** Grows about 2 feet high and from spring to frost is covered with heads of double white flowers. Likes sun.

**A. rubra.** About 1½-2 feet and bears pink to red flowers in large heads from June to frost. Will thrive in shady locations.

**A. ageratum.** Grows 1½-2 feet and bears in profusion on erect stems golden yellow flowers of Milfoil type. Does equally well in sun or shade.

Any of the above in strong, 2-year stock, 10c each.

**ADENOPHORA liliifolia.** A handsome perennial that's in bloom from summer to fall. It produces large, bell-like flowers, similar to the Campanula, on erect stems. Dark blue in color with handsome foliage. For the border, garden or rockery. Grows 1½-2 feet. Like sun but will also thrive in the shade. Strong, 2-year plants, 10c each.

**AGERATUM eupatorium.** Blue. For a late fall blooming flower there is none that surpasses this fine plant. It blooms from August to November and is densely covered with heads of deep blue flowers. Grows 1½-2 feet and is wonderful for cutting. Makes a handsome border plant and is of very easy culture. Likes full sun. Strong, 2-year plants, 10c each.



Chelone

**AGROSTEMMA** (Mullin Pink). Strong, erect growing plants with silvery foliage. The crimson of the flowers blends well with the leaves. Blooms during June and July and attains 1½-2 feet. Likes sun but will thrive in semi-shade. Strong, 2-year plants, 10c each.

**ANCHUSA** (Italian Forget-Me-Not). Unexcelled for background effect in a border or garden. Attains 3 to 4 feet and produces on strong, erect stalks, large, deep blue flowers of Forget-Me-Not description. These flowers have no centers but are one color of gorgeous blue. Blooms in May and June. Easy of culture and robust of growth. Likes sun but will thrive in semi-shade. Strong, 2-year plants, 10c each.

**ANTHEMIS** (Hardy Marguerite). Daisy-like golden yellow blossoms, from June to August. 2 feet high and good for cutting. Makes a showy border plant. Like full sun. 2-year plants, 10c each.



Aquilegia (Columbine)

does best on well-drained soil. ready to bloom, 10c each.

**CENTAUREA montana** (Monstrous Cornflower). An improved variety that grows 2 feet high, bearing deep blue flowers of good size from June to August. Wonderful for cutting. Thrives on any soil, prefers sun. Strong, 2-year plants, 10c each.

**CHELONE.** A beautiful perennial producing long spikes of flowers, resembling Pentstemon. These spikes look like miniature Snagdragons but are borne on erect stems 2½-3 feet high. In bloom constantly. Fine for background effect and cutting. Likes sun. Strong, 2-year plants, 10c each.

**COREOPSIS.** An old-fashioned flower that should be in every garden. Our strain is an improved double variety of a golden yellow color. One mass of flowers the entire summer long. Grows 2½-3 feet and likes plenty of sun. Easy of culture and robust of growth. Will thrive anywhere. Strong, 2-year plants, 10c each.

**DELPHINIUM** (Hardy Larkspur). A perennial whose charm and beauty is so pronounced that without it no perennial border or garden is complete. Stately spikes of well-shaped flowers borne on strong, erect stems. No perennial is better for cutting. Does best on good, rich soil well exposed to the sun. Of easy culture and very hardy.

**D. Belladonna.** Light blue. Perfect flower spikes. Grows 4 to 5 feet. Strong, 2-year plants, 10c each.

**D. bellamosum.** Dark blue. Straight stem. Grows 4 to 5 feet. Strong, 2-year plants, 10c each.

**D. chinense grandiflorum** (Dwarf Blue Chinese Delphinium). Similar to the large types only that it attains but 18 inches in height. Invaluable for rock work or low border plants. Can also be used for cutting. Strong, 2-year plants, 10c each.

**D. chinense grandiflorum album.** Dwarf white Chinese Delphinium. Same habit as the above. Strong, 2-year plants, 10c each.

**PLEASE READ BEFORE ORDERING**  
(Turn to page 2)

What greater bounty could Nature have bestowed upon us than flowers? These brilliant, multi-colored dwellers of the open, reflect Hope, Purity, Beauty, Laughter and Music. Many nod with smiling heads, others are really impish and foppish in their lavish and gaudy dress. They all help to brighten our existence and make us happier and more contented.

That's why all of you should cultivate a beautiful garden and become better acquainted with these Happy Revelers. It is a hobby that you will greatly enjoy and find very profitable.

New Market-Grown Perennials are real plants. All strong, transplanted and field-grown, 2-3 year stock. Strong tops and heavy roots that are full of

**AQUILEGIA** (Columbine). No garden is complete without them. The long-spurred types are beautiful. Every shade of color imaginable. The flowers are very lasting and are good for cutting. This plant likes sun but can also be found in a semi-shady location. Attains 2-2½ feet and blooms during May, June and July. Our strain is one of the finest ever produced. Columbine is appropriate in both the border and garden, as well as the rockery. Strong 2-year plants, 10c each.

**ASTER** (Perennial Michaelmas Daisy). Mixed colors. Blooms freely during September and October. Easily grown. Grows 2-3 feet. Prefers shady locations. Strong, 2-year plants, 10c each.

**BAPTISIA australis** (False Indigo). A charming perennial producing blue flowers of Sweet Pea-like form. Blooms in May and attains 2-2½ feet. Likes sun. Strong, 2-year plants, 10c each.

**BLUE SALVIA, azurea.** One of the best hardy Blue Salvia grown. Easy to grow and thrives in any soil. Gives long spikes of blue flowers in August and September. A fine cut-flower and an unexcelled addition to the border or garden. Grows 3-4 feet and forms an elegant background. Strong, 2-year plants, 10c each.

**CANTERBURY BELLS, Campanula** (Cup-and-Saucer Type). A biennial of unsurpassed beauty. Bedecked with large cup-like flowers in June. Grows 2-2½ feet. In pink, purple and white. Likes full sun and good for cutting. A fine border plant. Strong plants,



Anthemis



Digitalis, Giant Shirley



Gaillardia

**GAILLARDIA** (Blanket Flower). Large blood-red and orange flowers of Daisy-like formation, borne on strong, straight stems about 2-2½ feet long. One of the most satisfactory perennials for the border or garden. Blooms the entire summer. Wonderful for cutting. The flowers attain a diameter of 2½ inches and come in various formations. Easy to cultivate and will thrive on any soil. Likes plenty of sun. Strong, 2-year plants, 10c each.

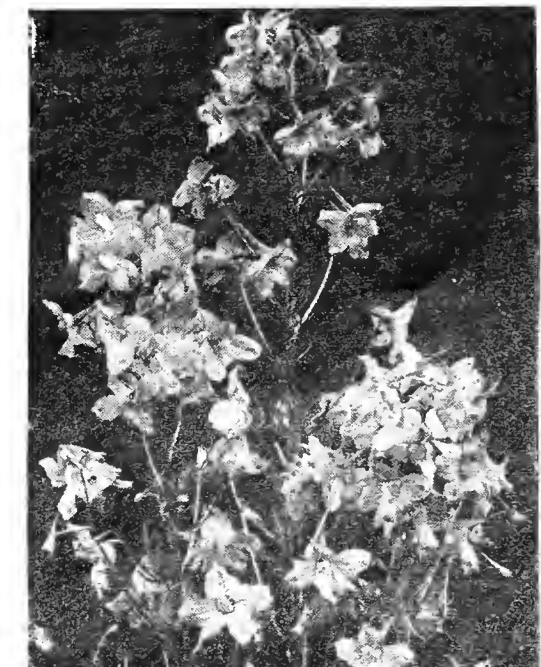
**GYPHOPHILA** (Baby's Breath). A dainty perennial producing delicate white flowers. Fine for mixing with other flowers in cut bouquets. Grows 2-2½ feet. Of very easy culture and hardy habit. Likes sun. Strong, 2-year plants, 10c each.

**PLEASE READ BEFORE ORDERING**  
(Turn to page 2)

**DIGITALIS** (Foxglove). These beautiful and stately plants enhance the appearance of any garden. They attain a height of 4-5 feet and provide a wonderful background for other perennials. The foliage is also a pretty deep green. You must have Foxgloves in your garden or else your collection is incomplete. Will thrive on ordinary soil; robust growers. Like full sun for best results.

**D., Giant Shirley.** An improved strain of unusually strong, vigorous growth and producing spikes of enormous blooms, 4-5 feet in length. Come in pink, purple, and white. They are biennial. Strong plants of blooming size, 10c each.

**D. grandiflora.** Light yellow. Same as the above with the exception that the foliage is narrower and heavier in texture. This is a real perennial and lives year after year. Very hardy. Strong, 2-year plants, 10c each.



Chinese Delphinium



Echinops

**HELIOPSIS, Golden Daisy.** A superb perennial for background effect. Grows 3-4 feet, bearing deep rich golden yellow flowers. 2 inches in diameter. Blooms all summer. Will thrive on any soil and requires no care. A fine cut-flower. Resembles greatly Doronicum. Strong, 2-year plants, 10c each.

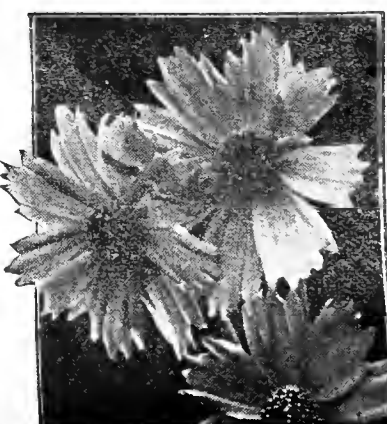
**HIBISCUS** (Giant Marshmallow). A lover of wet places. Produces flowers 8-10 inches in diameter. Large color range. Blooms in late July till frost. Fine for a hedge or background. Grows 5-6 feet high. 2-year plants, 10c each.

**HOLLYHOCKS.** Old favorite, always in demand. We offer the finest double varieties obtainable in yellow, pink, red, maroon, white, salmon and rose. Wonderful bloomers. Plant them along fences, under windows or for background effect. Attains 5-6 feet. Will thrive on heavy soil. Strong, 2-year roots, 10c each.

**HOW CAN YOU HAVE BEAUTIFUL PERENNIALS?**  
Do like thousands of others have. Plant our heavy, well-rooted 2-year field-grown plants in varieties that have been tested for hardiness, profuseness of bloom, and wide color range.  
Here are plants to suit everyone's need and taste. This stock has been grown for successful transplanting in every corner of the Union. IT'S WEATHER-TESTED.



Hibiscus



Coreopsis

**12  
for only  
\$1.10**

ginger and pep. No scrawny seedlings. "Nemapeg" Quality again in the fore. Grown by the thousands in the heart of New Jersey's fertile, sandy-loam district. Acres of bloom ready for your individual gardens.

Tremendous value is here given at sometimes less than one-third the actual price. This saving comes to you just at the right time.

Spring plantings with "Nemapeg" stock **SUCCEED!** They Live Year After Year.

**LET'S GO, FOLKS  
PICK THEM OUT**

Any 12 plants in this superb list for only \$1.10. Any 48 plants for only \$4.00! And what a garden you can have for \$4.00. Order early! Plant early! Perennials may be set from March to December.

## Collection No. 1

- 2 Delphinium, blue.
- 2 Gaillardia, red and orange.
- 2 Gypsophila, white.
- 2 Coreopsis, yellow.
- 2 Painted Daisies, pink.
- 2 Pentstemon, mixed.

## Collection No. 2

- 2 Liatris, rosy purple.
- 2 Stokesia, blue.
- 2 Lychnis viscaria, pink.
- 2 Shasta Daisy, white.
- 2 Heliopsis, yellow.
- 2 Adenophora, lavender.

## HARDY PERENNIALS for Cut Flowers

**12** Heavy 2-year-old Field Grown Plants for **ONLY \$1.10**

These 4 Extra Super Collections, 48 Plants in all, for **ONLY \$4.00**

## Collection No. 3

- 2 Anchusa Italica, blue.
- 2 Achillea Rubra, cerise.
- 2 Torch Lilies, red and orange.
- 2 Achillea, Pearl, white.
- 2 Foxglove, Grandiflora, yellow, spotted.
- 2 Echinacea, purple.

## Collection No. 4

- 2 Veronica, blue.
- 2 Lupines, mixed.
- 2 Garden Heliotrope, pink and white.
- 2 Lychnis chalcidonica, red.
- 2 Achillea ageratum, yellow.
- 2 Chrysanthemums, yel., white.

## Complete GARDENS

Hardy perennials in fine unbeatable collections all ready for planting. Complete in color, beauty and blooming period. Selected for your convenience.

**PLACE YOUR  
ORDER NOW!**

**Strong  
Healthy  
Stock  
THE BEST**

Attain greater planting success by receiving your stock early. Don't delay.

## Collection No. 1

- 2 Centaurea, rich blue.
- 2 Lobelia cardinalis, red.
- 2 Chrysanthemums, yellow.
- 2 Sweet William, pink.
- 2 Yucca, Creamy white.
- 2 Rudbeckia, purple.

## Collection No. 2

- 2 Platycodon, blue.
- 2 Achillea ageratum, yellow.
- 2 Phlox, mixed.
- 2 Chelone, mixed.
- 2 Chrysanthemums, pink.
- 2 Agrostemma, crimson.

## HARDY PERENNIALS for the Border

**12** Heavy, 2-year-old Field Grown Plants for **ONLY \$1.10**

These 4 Extra Super Collections, 48 Plants in all, for **ONLY \$4.00**

## Collection No. 3

- 2 Baptisia, blue.
- 2 Heliopsis, orange.
- 2 Oriental Poppies, red.
- 2 Columbine, mixed.
- 2 Foxgloves, pink and purple.
- 2 Phlox, white.

## Collection No. 4

- 2 Canterbury Bells, pink, white, and blue.
- 2 Linum (Blue Flax).
- 2 Hollyhocks, all colors.
- 2 Statice latifolia, purple.
- 2 Sidalcea, pink.
- 2 Achillea rubra, pink and red.

# Hardy Flowering

**LATHYRUS** (Perennial Sweet Pea). Showy, free-flowering, hardy perennial climbers for trellis, covering old stumps, fences, walls, etc. Bloom all summer and are good for cutting. Mixed colors. Will grow anywhere where it is not too dry. **Strong, 2-year plants, 10c each.**

**LIATRIS** (Blazing Star). A bulbous perennial with long spikes of purple and rosy purple flowers from July to September. Grows 5 feet tall, of which nearly 3½ feet consists of the flower spike. A novel plant that attracts and commands attention. Very hardy. Will thrive on rather wet ground and in semi-shade. A background plant, effective in its display. **Strong 2-year bulbous roots, 10c each.**



Linum Perenne

**LINUM perenne** (BlueFlax). A beautiful perennial of delicate foliage and pure blue flowers. A real border gem. Very adaptable for the rock garden, as well. Grows 1½ feet high and is simply covered with large, heavenly blue flowers of buttercup-like shape. Blooms almost the entire summer. Does well on any

soil but seems to prefer that of sandy or light texture. **Strong, 2-year plants, 10c each.**

**LUPINES.** Effective plants, producing large Hyacinth-like spikes of flowers during May and June. Require only well-prepared garden soil, prefer a semi-shady location. 2-3 feet. Fine border plant. **Strong, 2-year plants, 10c each.**

**LYCHNIS** (Rose Campion; Jerusalem Cross). Handsome, hardy perennials of easy culture. Will thrive anywhere.

**L. chalcidonica.** Deep red flowers borne on large heads similar to a Verbena. Good for cutting, the border or garden. 2 feet. **2-year plants, 10c each.**

**PAPAVER nudicaule** (Iceland Poppy).

A fine, hardy perennial Poppy of graceful habit, with fern-like foliage; the satinlike flowers are borne in endless profusion and are excellent for cutting. Blooms all summer. Grows 1-1½ feet. **Strong, 2-year plants, 15c each. Mixed colors.**

**Note.** Poppies are easy to cultivate providing they are set out during the right time. Plant Iceland Poppies either during April and early May or during October and early November. They consist essentially of a tap root and do not have a very fibrous root

system. Like heavy soil and plenty of sun.

**PENTSTEMON** (Beard Tongue). A beautiful perennial plant, producing freely large spikes of handsome, tubular flowers in almost every shade and color. 2-3 feet. Will thrive on any garden soil. Likes sun. **Strong, 2-year plants, 10c each.**



Lupinus

**PHLOX.** The most appreciated of the perennials. It comes in bloom at a time when flowers are needed in the garden and keeps blooming until frost. Immense trusses of large flowers in all colors. Our stock comprises the best varieties grown and are all of medium height, about 2-2½ feet.

Phlox likes very heavy soil and plenty of manure. **Strong, 2-year plants, 10c each.**

**PLATYCODON** (Japanese Balloon Flower). One of the best hardy perennials, bearing a profusion of large, dark blue, bell-shaped flowers the whole season. Excellent for planting in borders or among shrubbery. Will thrive in shade or sun equally well. Grows 2-3 feet. **Strong, 2-year plants, 10c each.**

**PYRETHRUM** (Painted Daisy). Handsome, hardy perennial plants for the herbaceous border; flowers showy and excellent for cutting. Mixed colors, pink and red predominating. Blooms during May and June and grows about 2-2½ feet. Thrives in any soil but prefers the sunlight. **Strong, 2-year plants, 10c each.**

yes!  
You Are  
Cordially Invited  
to Visit Our  
Nurseries

## "NEMAPEG"

### Superior Poppy Collection

**HARDY  
HYBRID  
ORIENTAL  
POPPIES**

Here you have massed together plants of Superior Merit. This collection is derived from "Named Varieties" that often retail @ 50-75c each. Here are "Pinks," "Salmons," "Whites," "Red," "Crimsons," and Delicate Pastel Shades. "A COMPLETE POPPY GARDEN."



**10  
Superior  
Plants**

**for Only \$1.79**

**PLANT  
POPPIES  
EARLY!**

The brilliance of their bloom is unrivaled — a splash of unforgettable color in the garden.

One of our favorite and most popular flowers, producing during the blooming period a profusion of brilliant colors and shades.

# Perennials

**RUDBECKIA** (Coneflower). These thrive everywhere, giving a wealth of bloom. Unsurpassed for the border and garden. Fine for cutting. 2½-3 feet. Prefer the sun but will grow in semi-shade.

**R. Newmanni.** Large yellow flowers with black center. Very showy. Strong, 2-year plants, 10c each.

**R. purpurea** (Giant Purple Coneflower). Large, showy, reddish purple flowers with dark brown disc. Strong, 2-year plants, 10c each.

**SHASTA DAISY** (Alaska Daisy). Burbank's origination. Extra large flowers of pure white, borne on straight, erect stems, fine for cutting. Makes a dandy border plant. Thrives in any soil and needs little care but plenty of sun. 2 feet. Strong, 2-year plants, 10c each.

**STATICE** (Sea Lavender). Splendid hardy perennials, producing all summer panicles of small flowers, which can be dried and used for winter bouquets. Unexcelled for the border and rockery. Very easy to grow and will thrive in semi-shady locations.

**S. latifolia.** Large, deep blue flowers. Grows 1½-2 feet.

**S. incana.** Pinkish blue. Dwarf. Height 1 foot.

The above in strong, 2-year plants, 10c each.



Oriental Poppy

**STOKESIA** (Stokes' Aster). Plants grow about 18-24 inches, bearing freely from July to October handsome, Centaurea-like blossoms, each measuring from 3-4 inches in diameter and deep blue in color. One of the most desirable plants for the hardy border. Excellent for cutting. These will thrive on common garden soil and will do quite well in semi-shady locations. For best flowers full sunlight is necessary. Strong, 2-year plants, 10c each.

**DON'T GAMBLE!**  
Buy the Best!  
**BUY**  
"NEMAPEG"  
Weather-Tested Stock

**SWEET WILLIAM.** One of the finest hardy garden plants; of easy culture, thriving in any good garden soil. Plants grow about 1½ feet high and form fine clumps. Produces fine effects in beds and borders. Blooms June and July. Wants full sun. Mixed colors. Strong, 2-year plants, 10c each.

**TRITOMA** (Torch Lily or Red Hot Poker). Large spikes of deep red and orange flowers borne on Lily-like stems. Good for cutting. Fine for the border and around pools. Grows 2-2½ feet. Does well in sandy soil. Strong, 2-year plants, 10c each.

**VERONICA** (Speedwell). An elegant hardy perennial of easy culture and free-flowering habit. Long spikes of blue flowers from July to September. Resembles a miniature lilac.

**V. longifolia.** Rich blue flowers, attaining 2 feet.



Rudbeckia Purpurea

**V. spicata.** Bright blue flowers. 18 inches. Fine for border and cutting. Strong, 2-year plants of these for only 10 cents.

**YUCCA** (Adam's Needle). A stately perennial with sword-like foliage and tall branched spikes of large, creamy white flowers during June and July. Attains 6 feet. Fine planted as single specimens or around pools. Will thrive on poor sandy soil. Will do in the shade. Strong, 3-year plants, 10c each. Yuccas must be from 3 to 4 years old before they bloom. The foliage is retained during the winter and looks attractive among evergreens.



Platycodon  
(Japanese Balloon Flower)

LET "NEMAPEG"  
START YOU RIGHT!

Special Beginner's Collections for  
The Amateur Gardener  
Consisting of High Quality  
Plants That Give Results!

"PRIDE OF NEW MARKET"  
Complete Perennial Garden and Border  
for the Novice

- |                         |                         |
|-------------------------|-------------------------|
| 3 Pentstemon—Mixed      | 3 Heliopsis—Orange      |
| 3 Stokes' Aster—Blue    | 3 Hollyhocks—Mixed      |
| 3 Gaillardia—Orange-red | 3 Shasta Daisy—White    |
| 3 Coreopsis—Yellow      | 3 Lychnis Viscaria—Pink |
| 3 Platycodon—Blue       | 3 Tritoma—Red           |

30 SUPERB PLANTS \$2.50  
FOR ONLY

This gives you Cut-flowers, Showy Plants and Border Grandeur. IT'S WORTHWHILE!

"NEMAPEG" Splendor GROUP  
Complete Rock-Garden Collection  
for the Beginner

- |                            |                          |
|----------------------------|--------------------------|
| 3 Sedum Album—White        | 3 Tunica Saxifraga—Pink  |
| 3 Saponaria Ocymoides—Pink | 3 Dianthus Caesius—Mixed |
| 3 Nepeta Mussini—Blue      | 3 Sedum Spurium—Red      |
| 3 Phlox Subulata—Rose      | 3 Echinops Ritro—Blue    |
| 3 Sedum Acre—Yellow        | 3 Globularia—Lavender    |

30 VIGOROUS PLANTS \$2.50  
FOR ONLY

THIS GIVES YOU A REAL START.  
ORDER TO-DAY!

"THE BIG FOUR"

4 Choice Items That You Mustn't  
Forget are:

**LOBELIA cardinalis** (Cardinal Flower). One of the showiest of our wild flowers. It is 2-4 feet high, with large, deep red blossoms on the upper part of the stalk. Will thrive in any garden soil or along the border of a Lily pond or brook in water 2-3 inches deep. The most brilliant of the red perennials and a real addition to any garden. Blooms during August and September. Strong, 2-year plants, only 15c each; 8 for \$1.10.

**LAVANDULA** (Old English Lavender). This plant brings memories of the past. A real old favorite. Very fragrant with blue flowers from July until August. 1½-2 feet high. A real border plant. Also very adaptable in the rock garden. Of very easy culture. The silvery gray of its foliage is retained all winter long. Strong, 2-year plants, 15c each; 8 for \$1.10.

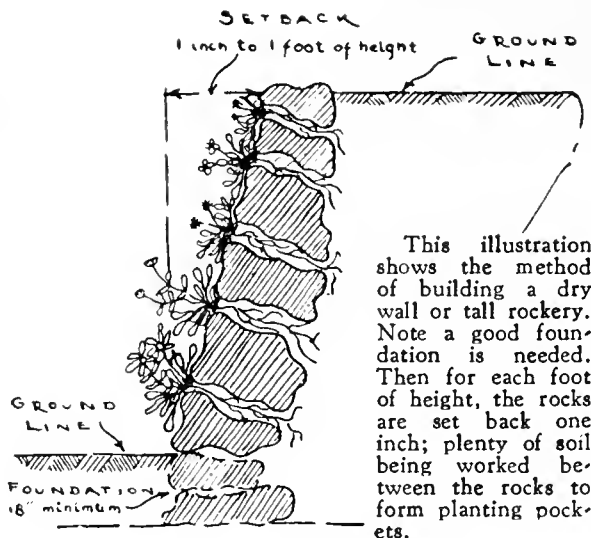
**SIDALCEA** (Rosy Gem). Erect growing plants with Delphinium-like spikes. Bloom during June and July. Rose-pink in color; about 2-3 feet. Very showy border perennial, as well as a cut-flower. About the same culture as Delphinium. Strong, 2-year plants, 20c each; 6 for \$1.10.

**LYCHNIS Haageana.** The most beautiful of this family. Intense scarlet flowers resembling crosses. 2 feet. Constant bloom. A beautiful massing plant. Each 15c; 8 for \$1.10.

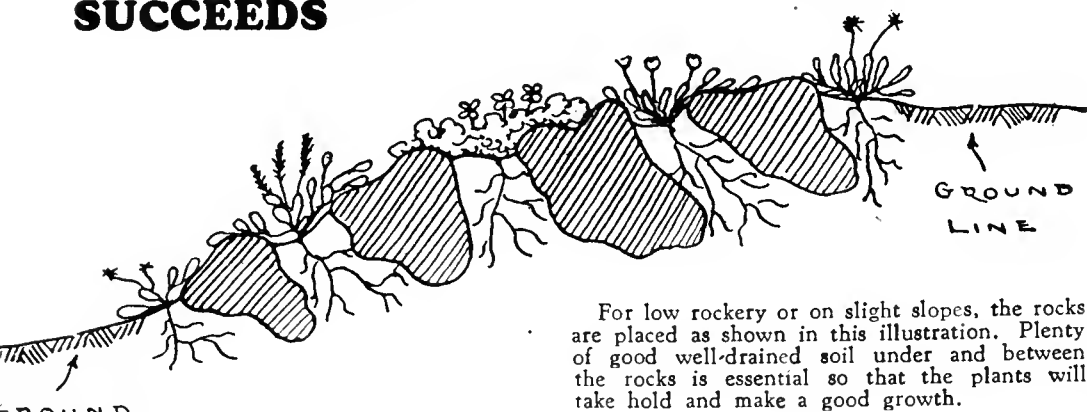
**YOU NEED THEM!**

Here's a few simple suggestions that will help when you start to make your rock garden

## N. M. P. G. Jersey Grown Vigorous Stock SUCCEEDS



This illustration shows the method of building a dry wall or tall rockery. Note a good foundation is needed. Then for each foot of height, the rocks are set back one inch; plenty of soil being worked between the rocks to form planting pockets.



For low rockery or on slight slopes, the rocks are placed as shown in this illustration. Plenty of good well-drained soil under and between the rocks is essential so that the plants will take hold and make a good growth.

**Location.** The average city or suburban property readily provides ample space for the little rock garden. It may be located between the driveway and the lot lines near the garage—in the bare space next to the house between side or rear group foundation plantings, next to the side of the garage, or in any available space on the property not being used, such as on the terrace between two garden levels.

Begin at the bottom and build upward. Each stone or boulder should be placed in such a manner as to allow the moisture from rains to run into the garden and not away from it. After placing a stone, fill around it with earth, being sure that there are no spaces unfilled; as air spaces will prevent moisture from coming up from below. The crest or top of the rockery must have direct contact with soil, by way of firmness in the filled in earth. Be sure that the earth is filled in solidly so that moisture will work up among the stones and give proper conditions for the growing of rock plants. A rockery need not be any more than 10 to 12 inches above the surrounding level.

The soil in which the plants are placed should be of good character. Use peat moss or leaf mold and good rotten manure to mix with your garden soil. The main body of the rock garden can be ordinary garden soil, but the top soil, wherein the plants are placed, should be of richer character.

Herewith is given a list of hardy perennial plants, especially adapted for rock culture. With this material you can build a splendid rockery complete in every detail. Do not overlook the fact that this stock is two years old and usually sells at 25c each.



Armeria Lauchena

**CERASTIUM tomentosum** (Snow-in-Summer). An attractive silver-gray creeper with a mass of white bloom during June. Retains its colorful foliage during the winter. Cerastium will thrive under trees and grow with great success on top of roots, walls, etc. Where grass will not grow this hardy rock plant will. About 6 inches. Strong, 2-year plants, only 10c each.

**CHINESE DELPHINIUM** (Chinense grandiflorum and grandiflorum album). The two species of Dwarf Delphinium, so adaptable and effective in the rockery. Both the blue and white varieties produce large flowers on erect stems. Grow about 18 inches and have beautiful Larkspur foliage. Strong, 2-year plants, only 10c each.

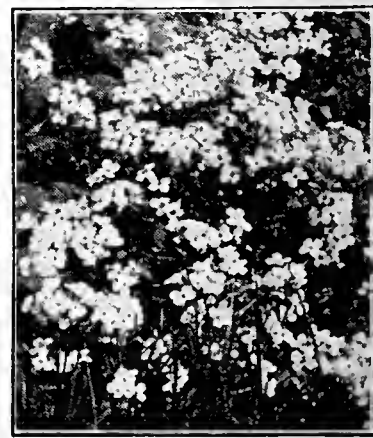
ered with an abundance of white flowers to late April. Compact and pretty foliage. Strong 2-year plants, 10c each.

**ALYSSUM.** A desirable plant for the rockeries. In early spring it is completely covered with showy yellow flowers.

**A. saxatile** (Basket of Gold). Grows 1 foot high and produces in May masses of broad, flat heads of bright yellow flowers. Grayish foliage. Strong, 2-year plants, 10c each.

**ARMERIA lauchena.** Compact tufts of bright green covered with rose-colored flowers. Blooms profusely in May and June and continues to flower throughout the summer. 6 inches. Strong, 2-year plants, 10c each.

**CAMPANULA carpatica** (Carpathian Harebell). Popular variety. Dwarf in habit, only attaining 6 inches. Pretty foliage. Blooms in July up to September. White and blue. Strong, 2-year plants, only 10c each.



Arabis

# HARDY

A most fascinating activity is the planning and planting of a rockery. Such a garden does not need a large area, but can be confined to modest measurements. A little rock pile in a conspicuous corner or at the side of a terrace furnishes ample room for a great number of the hundreds of gems used.

The prices surprise and delight you. Your dollar buys quantity as well as quality.

"Nemapeg" Rock Plants build the perfect Rockery.

We offer these plants in heavy, 2-3 year stock, all transplanted and culled.

## Plant Now!

**ADENOPHORA lilifolia.** A handsome perennial that is in bloom from summer to fall. Produces large, bell-like flowers, similar to the Campanula, on erect stems. Dark blue in color with handsome foliage. 1½ to 2 feet. 2-year plants, 10c each.

**ALPINE ASTERS.** Colorful plants attaining a height of 6 to 8 inches and covered with exquisite blue flowers of aster-like proportion. Blooms from late May to early July. Strong, 2-year plants, 10c each.

**ARABIS** (Alpine Rock Cress). One of the earliest of the rock plants. About 8 inches and is cov-

# ROCK PLANTS



Alyssum Saxatile

**COLUMBINE** (Aquilegia). Your rockery would be incomplete without several Long-Spurred Columbines to grace its existence. This perennial is very suitable for rock-work and its beautiful foliage and handsome flowers make an inspiring sight. It comes in every shade imaginable. Grows about 1½ to 2½ feet. **Strong, 2-year plants, only 10c each.**

**DIANTHUS caesius** (Rock Carnation). The true Cushion Pink. Little solid balls of spiky glaucous foliage. Pink flowers that attain a height of 6 to 8 inches. Very attractive. The flowers are clove-scented. **Strong, 2-year plants, only 10c each.**

**ECHINOPS** (Globe Thistle). Thistle-like foliage. Large, round heads of flowers in the shape of perfect globes. Deep blue in color and very striking. Plant them among the larger rocks and watch the effect. Grows 2½ to 3 feet. **Strong 2-3 year plants, only 10c each.**

**GYPSOPHILA repens** (Dwarf Baby's Breath). Covered with pink flowers. About 6 inches tall. Profuse bloomer. Your rockery needs them. **Strong, 2-year plants, only 10c each.**

**HELIANTHEMUM** (Rock Rose). A dainty dwarf for the Alpine garden. Low-growing evergreen plant forming broad clumps covered with a mass of bloom in pastel colors from pink to clear orange. July to September. Will do well on dry locations. **Strong 2-year plants, 10c each.**



Helianthemum

**LAVANDULA vera** (The True English Lavender). Dwarf spikes of fragrant lavender flowers. Beautiful silvery gray foliage, retained throughout the winter. Grows about 8 to 12 inches. **Strong, 2-year plants, only 15c each.**

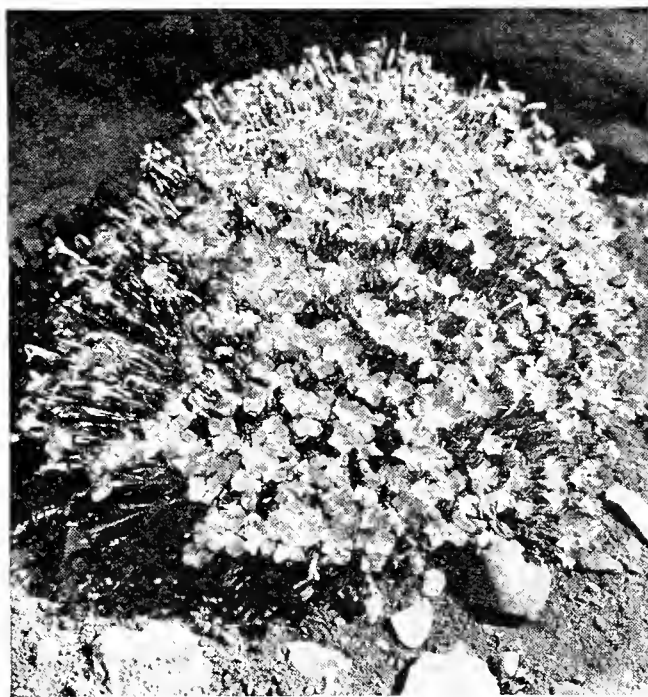
**LINUM perenne** (Blue Flax). A beautiful perennial of delicate foliage and pure blue flowers. Grows 1½ feet high and is simply covered with large heavenly blue flowers of buttercup-like shape. Blooms almost the entire summer. **Strong, 2-year plants, only 10c each.**

**LYCHNIS viscaria**. Fine tufted plant covered with deep red flowers during the summer months. The deep green grasslike foliage is very showy in the rockery. About 12 inches. **Strong, 2-year plants, only 10c each.**

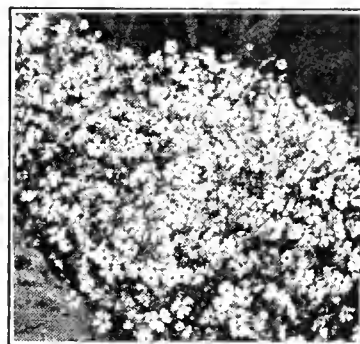
**NEPETA Mussini** (Ground Ivy). A valuable everblooming dwarf rock plant producing light blue flowers; it creeps extensively. Has a pungent odor. **Strong, 2-year plants, only 10c each.**

**PHLOX subulata** (Ground or Moss Pink). Creeping or tufted species growing in broad mats on dry, rocky hills or sandy banks. An exclusive rock plant. It also does well in the border and can be used for edging or among larger plants, where it soon covers the ground.

**P. roseum**. Light pink. **Strong, 2-year plants, only 10c each.**



Dianthus Caesius



Cerastium Tomentosum

**PHLOX, Vivid**. A creeping variety that has no superior in the Phlox family. The growth is compact, with fine, deep green foliage, while the flowers are very large and make a carpet of clear deep pink. **Strong, 2-year plants, only 20c each.**

**SAPONARIA**. A creeping or trailing hardy rock plant, producing from May until August masses of deep pink flowers widely used in the rockery and trailing from wall. About 8 inches. **Strong, 2-year plants, only 10c each.**

**SEDUM** (Stonecrop). A class of plants particularly adapted for carpeting very dry, sandy or rocky places in the sun. An invaluable rock gem.

**S. album**. 4 to 6 inches high. Native of Northern Asia. Flowers white with red centers. Thick, waxy, round foliage.

## AGAIN

### Your Collections are Ready Dispel All Doubt—Act!

That rock garden of yours interests us very much and we want it to look its best, so here are grouped collections all ready to fill in the crevices and rock spaces. Big values! Fine plants!

### For the Hardy Rock Garden

**12** Heavy 2-year-old Field-Grown Plants for only **\$1.10**

#### Collection No. 1 (For the Shade)

- 2 English Primroses, Polyantha Mixed.
- 2 Nepeta Mussini. Blue.
- 2 Statice incana. Pink.
- 2 Arabis. White.
- 2 Sedum acre. Yellow.
- 2 Columbine. Mixed.

#### Collection No. 3 (All-Around Use)

- 2 Potentilla. Pink.
- 2 Cerastium. White; gray foliage.
- 2 Tunica saxifraga. Pink.
- 2 Alyssum saxatile. Yellow.
- 2 Sedum spurium. Red.
- 2 Rock Carnations. Mixed.

#### Collection No. 2 (For Sunny Spots)

- 2 Lavender. Blue.
- 2 Oenothera. Yellow.
- 2 Achillea rubra. Red.
- 2 Saponaria. Pink.
- 2 Sedum album. White.
- 2 Lychnis viscaria. Pink.

#### Collection No. 4

- (Good for Dry Locations or Will Stand Any Treatment)
- 2 Phlox subulata. Pink.
- 2 Rock Rose. Mixed.
- 2 Campanula carpatica. Blue.
- 2 Chinese Delphinium. White.
- 2 Hieracium aurantiacum. Deep orange.
- 2 Gypsophila repens. Light pink.

These 4 wonderful collections all for only \$4.00. 48 choice rock plants that will build a rockery from start to finish.

## BUILD TODAY!

# Hardy Rock Plants

**SEDUM acre.** Miniature tufts of dull green. Small, golden flowers. 4 to 6 inches high. Like a moss. Fine for crevice work.

**S. spurium coccineum.** A late bloomer. Reddish purple. Foliage turns red in the fall. 6 to 8 inches.

All Sedums in strong, 2-year plants, only 10c each.

No rockery can be built without them.

**STATICE** (Sea Lavender). Unexcelled for the rockery, producing all summer panicles of small flowers.

**S. latifolia.** Heavy tufts of leathery foliage with large heads of pretty, small, purplish blue flowers.

**S. incana.** Pinkish blue; dwarf. Grows about 10 to 12 inches.

The above in strong, 2-year plants, only 10c each.

**TUNICA saxifraga** (Coat Flower). A dainty tufted plant with light pink flowers all summer. Forms a regular carpet. Invaluable for the rock garden. Strong, 2-year plants, only 10c each.



Phlox Subulata

a continuous bloomer. Strong, 2-year plants, only 20c each.

**V., Apricot Queen.** The most beautiful of the Violas. A gorgeous apricot-yellow tinged with orange. A profuse bloomer. Strong, 2-year plants, only 20c each.

**V., Ruby.** A beautiful new creation in Violas. Deep rich wine-red. Very large flowers. Blooms all summer. Supply limited. Strong plants, 35c each; 3 for \$1.00.

**YUCCA** (Adam's Needle). A stately perennial with sword-like foliage and tall branched spikes of large, creamy white flowers during June and July. Attains 6 feet. Fine for background rock work and around pools. Foliage retained throughout the winter. Strong, 3-year plants, only 10c each.



Nepeta Mussini

**VERONICA repens.** A fine rockery gem. Forms miniature tufts. Trailer. Has delicate white and blue flowers. One of the first to bloom. 20c each; 6 for \$1.10.

**VIOLA cornuta** (Tufted Pansy). When considering this strain of plants, please remember that they are thoroughly hardy Pansies. With ordinary attention will give good results. These will bloom from early spring until frost. Prefer a shady location if possible, but will thrive fine in the open sun.

**V., Jersey Gem.** New, wonderful Violet gaining popularity by leaps and bounds. Flowers are a rich violet, slightly perfumed. Dwarf habit and



Viola

## Plant Your Rockery Now—why wait? and say, don't forget



English Primroses

**JUST A REMINDER!** Don't forget that your rockery will not be at its best unless you have English Primroses in the shady nooks and crevices. These are the treasures of the rock garden. The growth is very attractive, forming rosettes of thick leaves, sometimes farinose or mealy. Flower stalks are 6 to 8 inches, bearing large heads of multi-colored flowers. Our varieties imported direct from England. Select yours now!

**PRIMULA vulgaris** (Cowslip). Very early bloomer, deep yellow. The true English. Grows 4 inches. 15c each; 8 for \$1.10.

**P. veris.** The popular Polyanthas. A splendid mixture of white, red, orange, dark purple, black and golden yellow. Grows 8 inches. 2-year plants, 10c each. Heavy 4-year clumps, only 20c each.

**P. polyantha.** Best English mixed in every color of the rainbow. Similar to the Veris. 2-year plants, 10c each. Heavy 4-year clumps, only 20c each.

**P. elatior.** The popular "Gold Laced" Primula. A polyantha variety with a wonderful range of colors. Gives a lacy effect. Strong, 2-year plants, 10c each. Heavy, 4-year clumps, only 20c each.

## 2 — Outstanding Collections of Fine Novelty Rock Plants

### Merit Collection No. 1

#### 12 Plants for \$2.00

- 1 **POTENTILLA nepalensis.** A beautiful plant. Strawberry-like foliage. Large, cherry-red and buff flowers all summer.
- 1 **JASIONE perennis.** Miniature blue scabiosa-like heads. Blooms extensively.
- 1 **GEUM, Mrs. Bradshaw.** Double. Trollius-like flowers. Deep red. June until frost.
- 1 **GLOBULARIA cordifolia.** Pretty globe-shaped flowers, deep blue. Grows 8 inches. Evergreen foliage. Flowers during June and July.
- 1 **PRIMULA polyantha** (English Primrose). Mixed colors. Dwarf habit. Likes shade. Profuse bloomer in late spring and early summer. Neat.
- 1 **VIOLA, Jersey Gem.** Wonderful Viola. The most popular. Blooms continually all summer. Likes shade or sun. A rich violet, slightly perfumed. Dwarf habit.
- 1 **DICENTRA eximia.** Dwarf Bleeding Heart. Everblooming from spring to frost. Fine lacy foliage. Abundance of deep pink flowers. 12 inches.
- 1 **THYMUS serpyllum** (Fragrant Thyme). Fine for small crevices, filling in between flags and stepping stones. Small foliage very scented. Pretty miniature red flowers. 4-6 inches.
- 1 **VERONICA repens.** Low, blue trailer. Evergreen foliage. A mass of white bloom.
- 1 **SEMPERVIVUM.** Low Cactus-like rosettes. Unusual flowers. Mixed hybrids.
- 1 **STATICE latifolia.** Blue, misty flowers. Large glossy green foliage.

### Merit Collection No. 2

#### 12 Plants for \$2.00

- 1 **POLEMONIUM coeruleum.** Pretty spikes of bright blue with golden centers.
- 1 **THYMUS coccineus.** Very dwarf creeper. Small, scented foliage; tiny showy deep pink flowers. 2 inches.
- 1 **STACHYS lanata.** Gray foliage. Purple flowers.
- 1 **ANCHUSA myosotidiflora** (Dwarf Russian Forget-Me-Not). Deep blue flowers; handsome foliage. A gem.
- 1 **AUBRIETIA deltoidea** (Rainbow Flower). Neat, compact foliage and a vivid splash of deep violet in early May.
- 1 **GEUM, Lady Stratheden.** Double. Orange-yellow. Blooms in June.
- 1 **LINUM flavum** (Yellow Flax). Fine green foliage. Rich deep yellow. One foot and less. Profuse bloomer.
- 1 **ARABIS alpina rosea** (Dwarf Pink Rock Cress). Large, shiny leaves. Various shades of rose-pink. Early bloomer. 6 inches.
- 1 **OENOTHERA missouriensis.** Prostrate growing. Produces freely very large, bright yellow flowers. 3 to 4 inches in diameter.
- 1 **PINK VIOLET.** Superb plant. Blooms all summer. Coated with highly perfumed pink flowers.
- 1 **TROLLIUS** (Golden Globe Flower). Beautiful. Deep orange.
- 1 **PRIMULA veris.** Mixed colors. Dwarf habit. Early bloomer.

**Either of These Collections—12 Plants \$2**

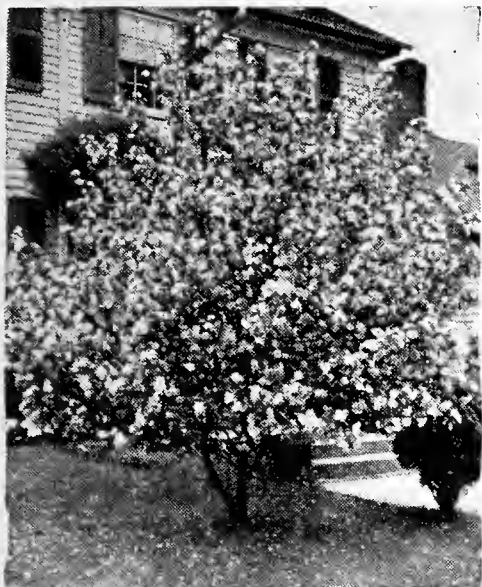
**—Both Collections—only \$3.89**

Your Rockery Merits a "Merit" Collection.

# Ornamental and Flowering Trees and Shrubs — Bargains a-Plenty

The Cornerstone of Home  
Landscaping—Super Quality  
—Heavily Rooted Specimens

Order this type of stock, as early as possible, so that you will attain Greater Planting Success! Plant from early April to early June; from early September to early December. Planting seasons vary in different localities.



Bechtel's Double Crab

**BECHTEL'S DOUBLE-FLOWERING CRAB.** A very showy ornamental tree, handsome in appearance. Grows 15-18 feet and is very compact. Each fragrant flower reminds one of a little pink rose. It is the last of the Crabs to flower, in the spring. **Strong, heavy trees, 2-3 ft., \$1.25 each; 2 for \$2.25.**

**JAPANESE QUINCE.** Very early in the spring, this fine old shrub is completely covered with dazzling scarlet flowers, followed by small, scented fruit. Glossy dark green foliage. Nice plants, 1½-2 ft., 25c each; 5 for \$1.00.

**KERRIA japonica.** A very useful shrub. Green stems and rich golden flowers that in May resemble "Button" Chrysanthemums combine to make this a most fascinating old-fashioned shrub. Lends color to any planting in the winter. 1½-2 ft. plants, 35c each; 3 for \$1.00.

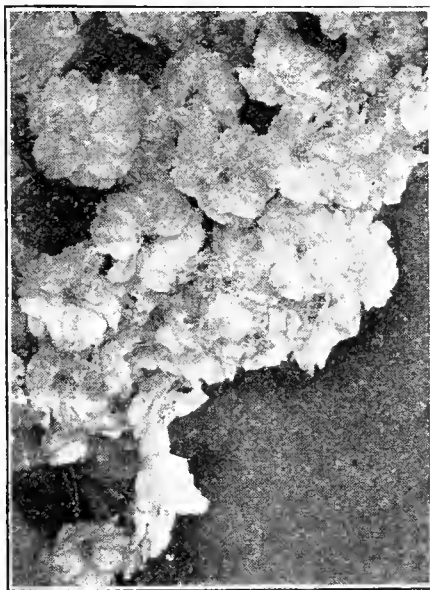


Hydrangea P. G.

**HYDRANGEA arborescens grandiflora** (Hills of Snow). Useful in shade. A fine display of white flowers borne in large clusters during July and August. 1½-2 ft., 30c each; 4 for \$1.10.

**HYDRANGEA paniculata grandiflora** (Peegee). Everyone knows this variety. The great heads of pure white flowers that gradually turn pink. Excellent when cut and dried for decoration. 1½-2 ft., 30c each; 4 for \$1.10.

**SPIREA Thunbergi.** This feathery, light green shrub is a bank of snow in April when every twig bears its full share of white flowerets. Beautiful orange and scarlet autumn coloring. 1½-2 ft., 25c each; 5 for \$1.00.



Double Flowering Almond

**SYMPHORICARPOS Chenaulti** (Coralberry). This is a hybrid and is always neat in appearance. The slender branches are laden with bunches of coral-red fruits, which last until midwinter. **Strong plants, 25c each; 5 for \$1.00.**

**ERICA Carnea** (Spring Heath). This plant is evergreen. Attains only a height of 1 foot. The bright rosy pink flowers open in early spring and persist for months. A striking plant. 80c each; 2 for \$1.50.

**AMERICAN HOLLY.** The royal tree around Christmas time.

Glossy green leaves that are evergreen and ornamental red berries of very great beauty. Young plants prefer light shade. Later a moist but well drained sunny spot. **Strong, 1½-2 ft. trees, \$3.00 each; 2 for \$5.75.**

**DOUBLE-FLOWERING ALMOND.** A real favorite. Every slender branch loaded with a mass of double flowers in early spring.

**Pink. 18-24 in., 35c each; 3 for \$1.00.**

**White. 18-24 in., 35c each; 3 for \$1.00.**

**ORNAMENTAL DOGWOOD.** One of the most beautiful of ornamental trees. A lovely sight in May and June when producing its gorgeous pink, white and red flowers. The red fruits in September make it a truly great tree.

Here are young trees at Bargain Prices!

**White. 18-24 in., 30c each; 4 for \$1.00.**

**Pink. 1½-2 ft., 35c each; 3 for \$1.00.**

**Red. Grafted trees. 2½-3 ft., \$2.25 each; 2 for \$4.00. (Buy Dogwood, Now!).**



Japanese Quince

## Here You Are, Folks!

Step right up and get the facts about Hardy Flowering Shrubs. They are the hardiest, cheapest and most rapid growers of any of the ornamentals.

**6 Super Hardy Flowering Shrubs \$1.29**

**1 TARTARIAN HONEYSUCKLE.** Bush form. Deep salmon, shading to red.

**1 SYRINGA** (Mock Orange). Fragrant, white flowers in abundance.

**1 ROSE OF SHARON.** In bush form and tree shape. Double pink, white and purple.

**1 SPIREA Van Houttei** (Bridal Wreath Spirea). Graceful, pendulous branches profusely covered with small, dainty white flowers.

**1 HYDRANGEA paniculata grandiflora** (Peegee). Everyone knows this variety. The great heads of pure white flowers that gradually turn pink. Excellent when cut and dried for decoration.

**1 SPIREA ANTHONY WATERER** (Dwarf Spirea). A fine low shrub having deep red flowers from June to August and again in September and October.



Tartarian Honeysuckle



Syringa



Rose of Sharon



Spirea A. Waterer

This Collection of Six Shrubs Offers You Bloom From May to October

# Trees — Shrubs — Bargains

## Red-Leaved Japanese Maple

Fine lawn specimens. Beautiful, dark purple-red foliage, admired wherever seen. Plant in full sunlight to get best effect. **These are true red and will remain so!** Splendid little trees grafted from best scions. 1-1½ ft., \$1.65 each; 2 for \$3.00. It's a Buy!



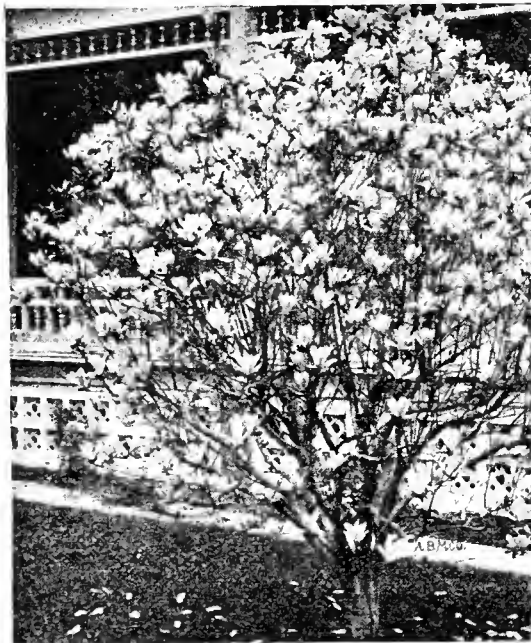
Red-Leaved Japanese Maple

## Magnolia

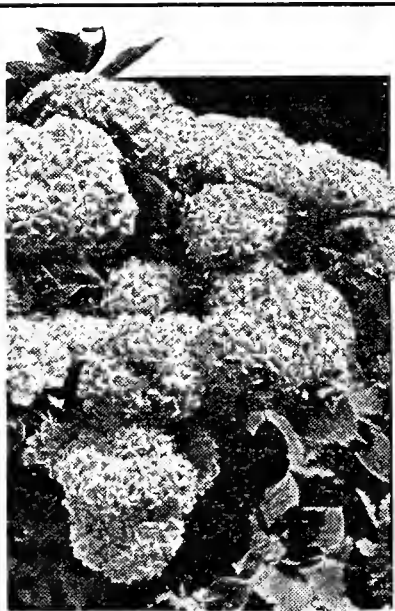
### Trees of Unusual Beauty

**SOULANGEANA** (Saucer Magnolia). Produces large, pink flowers. Grows 18-20 feet. Makes a compact and very showy tree. **Blooming size trees, grafted, 1½-2 ft., \$2.40 each; 2 for \$4.50.**

**NIGRA** (Purple Lily Magnolia). Darkest of all the Magnolias. Long, brownish purple flowers continually opening until late spring. The shiny leaves are distinct. Small trees bloom freely. **Blooming size trees, grafted, 1½-2 ft., \$2.25 each; 2 for \$4.25.**



Magnolia Soulangeana



The aristocrat of the hardy Hydrangeas. Beautiful rotund blooms, deep blue in color. In bloom from June until frost. They retain their color and do best on sandy soil. On heavier soils the color may vary. To keep them pure blue add powdered alum to your soil. Hydrangeas like plenty of manure and fertilizer. Bone meal or bone shavings are ideal feeding foods. We offer this truly fine plant at very great savings. **Strong, blooming size, field-grown plants, 40c each; 4 for \$1.50.**

**PLEASE NOTE!** Nikko Hydrangea often bloom pink the first year. However, following crops come blue in color. **THEY ARE BEAUTIFUL.**

These Hydrangeas are hardy and reward you with plenty of bloom every season for years to come. **YOU WILL ADORE THEM!**

## Boxwood

Age-Old Friend of the Home Landscaper

Rather slow grower but beautiful.

Luckily for us we seem to have just the kind of soil that grows Boxwood with the greatest of ease.

Thus we can offer larger plants and better quality than most growers, for less money. Look what a small investment will do for you.

And a good time to set them out is today. So we say: "Plant 'Nemapeg' Quality Stock, which is the best, at the right time, which is Now!"

That walk of yours would be greatly improved if it were edged with

### BOXWOOD

(The Regular Old English Box). Suitable for edging walks and for use in the rockery. Fine for window boxes and cemetery use. Slow growing and compact in habit. Can be sheared to any shape desired. Deep green foliage. Thrives in any soil. Boxwood is a plant that is long lived and perpetually beautiful. Get some at these low prices for high quality stock. Our Boxwood is incomparable. 4 to 6 in. plants, heavily rooted, 25 for \$1.50; \$5.50 per 100. 6 to 10 in. grade plants, bushy, 10 for \$1.25; \$2.50 per 25; \$9.00 per 100.

Boxwood has the tang of aristocratic old Virginia. It's inexpensive. It is naturally beautiful.



Boxwood lends that old-continent air of royal England to your grounds

## True Blue Hydrangea NIKKO-BLUE

## Little-Leaf Japanese Holly

Evergreen plant. Will grow 8-10 feet. Thick, dark lustrous green leaves of variable size. never larger than a privet. Forms a large fine bush for permanent planting and does not object to shade. Ideal for hedge or a handsome specimen. 1-1½ ft., heavy stock, \$1.50 each; 2 for \$2.75. Get a pair!

## Deutzia

A beautiful shrub that produces an abundance of great clusters of white flowers during June. **Strong plants, 25c each; 5 for \$1.00.**

## Hybrid French Lilacs

"Juvenile Plant"

This season we offer grafted French Lilacs running from 1-2 feet for only 35c each and 3 for \$1.00. These are "Junior" plants, but will give you fine specimens in a year or so. This is really a buy. Remember, only 35c each; 3 for \$1.00.

**CHAS. JOLY.** Double dark purple.

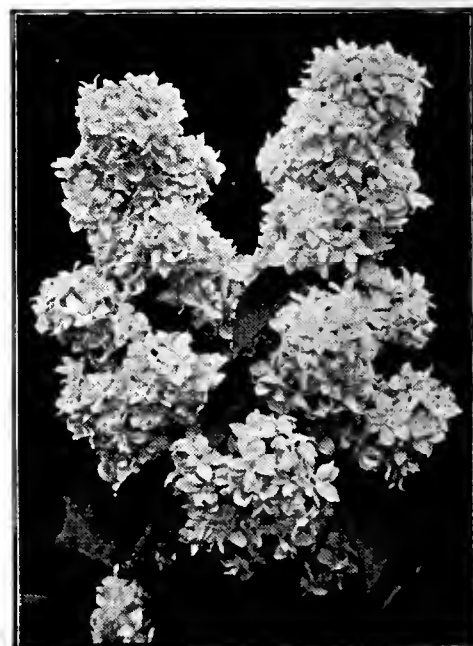
**CHAS. TENTH.** Single purple-red.

**LUDWIG SPAETH.** Deep purplish red.

**WALDECK-ROUSSEAU.** Semi-double soft pink.

**FRAU BERTHA DANNEAU.** Double white.

Order a number of these choice Lilacs and watch them grow. **Order today! Plant at the correct time!**



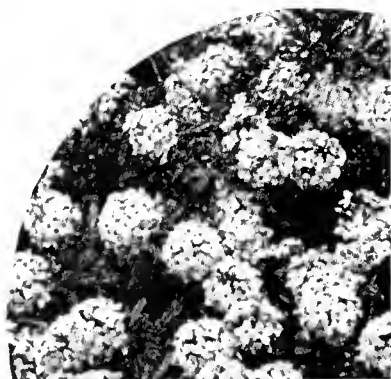
French Lilac, Ludwig Spaeth

## Here's Something Very Tempting and Alluring— Daphne Cneorum

"Garland Flower"

No low growing plant has been more acclaimed nor received with greater enthusiasm than Daphne.

It's a low, bushy and compact spreading shrub, unexcelled for rock work and edging of borders and pools. Large clusters of deep pink, fragrant flowers in May and July. Second crop during September and October. **VERY FINE.**



**Heavy  
8-10"  
Spread,  
PLANTS  
Each \$1.37,  
2 for \$2.50**

**Telephone Dunellen 5-7053**

Name \_\_\_\_\_

R. F. D. or Street

## Postoffice

County

**Express or  
Freight Office**

State

Amount of Cash Enclosed

**Please Note** All stock is fresh dug and inspected and certified by authorized State and Federal Inspectors before leaving our nurseries. **WE GUARANTEE** all stock to arrive in A-No. 1 planting condition.

For Parcel Post shipment I have added \_\_\_\_\_ for packing and postage

**TEAR OFF**

# “NEMAPEG” Value

## It Pays Part of Your Order

**On orders for \$2.00 up to \$10.00, this coupon entitles you to a 10% discount.**

**On orders for \$10.00 and up it gives you a 12½% discount.**

**Tear it off and send in with your order and remittance.**

**FOR EARLY ORDERS ONLY!**

**EXPIRATION DATE**

MAR - 7 1937

# “NEMAPEG” Value

## ORDER BLANK—Continued.

[illegible]

**TEAR OFF**

# “NEMAPEG” Value

# 'NEMAPEG' Value

# ***This Coupon is Valuable!***

## It Pays Part of Your Order

On orders for \$2.00 up to \$10.00, this coupon entitles you to a 10% discount.

On orders for \$10.00 and up it gives you a 12½% discount.

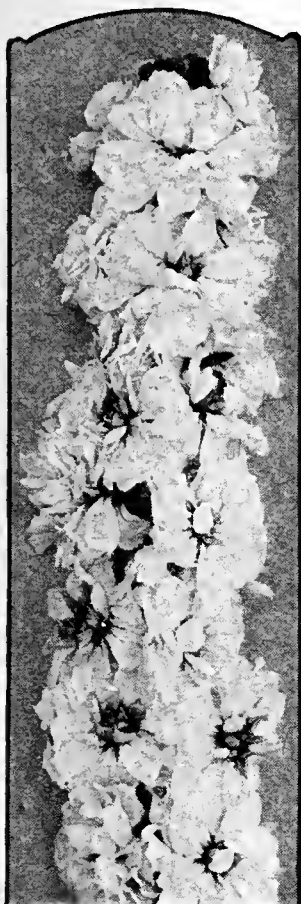
**Tear it off and send in with your order and remittance.**

**FOR EARLY ORDERS ONLY!**

EXPIRATION DATE

# "NEMAPEG" Annuals

## for the Summer Garden



Novelty Stocks

The months of warm sunshine laden days; the laughter of children; the hum and bustle of insects intermingled with the heavy perfume of brilliantly colored Annuals whose beauty and variety supply the final touch to Home Sweet Home! That's Your Summer Garden!

If you good folks would only realize what just \$1.00 will do to make your surroundings so much more pleasant and cozy, you won't hesitate one minute in procuring these most delightful of all flowers. Annuals That You Simply Cannot Afford to be Without! So Inexpensive, Yet So Beautiful!

These Annuals are grown in cold frames and shipped from April 15th to July 1st. All plants graded with utmost care and perfectly packed to arrive in the best condition. Why Wait for Seed to Come Up? You can get the best known varieties for so little money. Plants are grown under best conditions and will give you flowers all summer long. Place Your Order Early!

Please  
Read  
Before  
Ordering

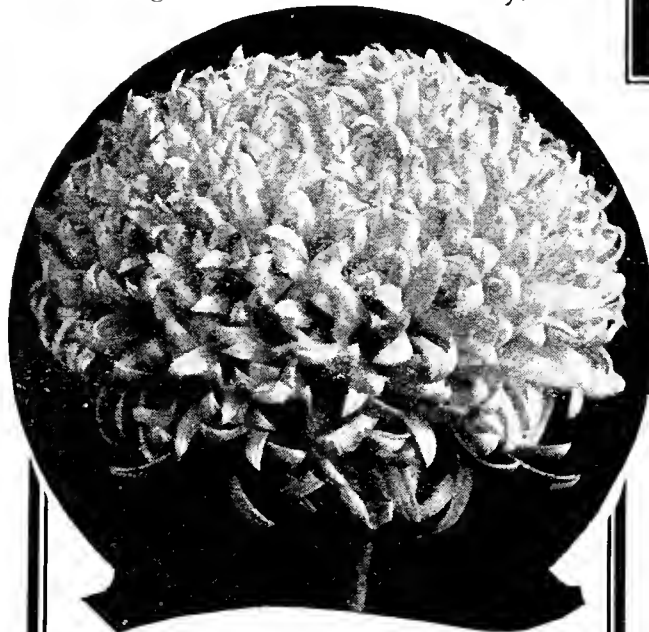
Turn  
To  
Page 2

**ASTER, California Giant.** Large shaggy flowers, loosely petalled, graceful. Flowers mature in succession over a long period; very long stems. Fine mixture. 35 plants for only \$1.10.

**CAMPANULA.** New Annual Single Canterbury Bell. Selected mixture. 2-2½ feet. Each plant produces from 6 to 8 spikes of bloom. 25 plants for only \$1.10.

**BALCONY PETUNIAS.** Dwarf. Mixed colors. 10 plants for 60c; 20 for \$1.10.

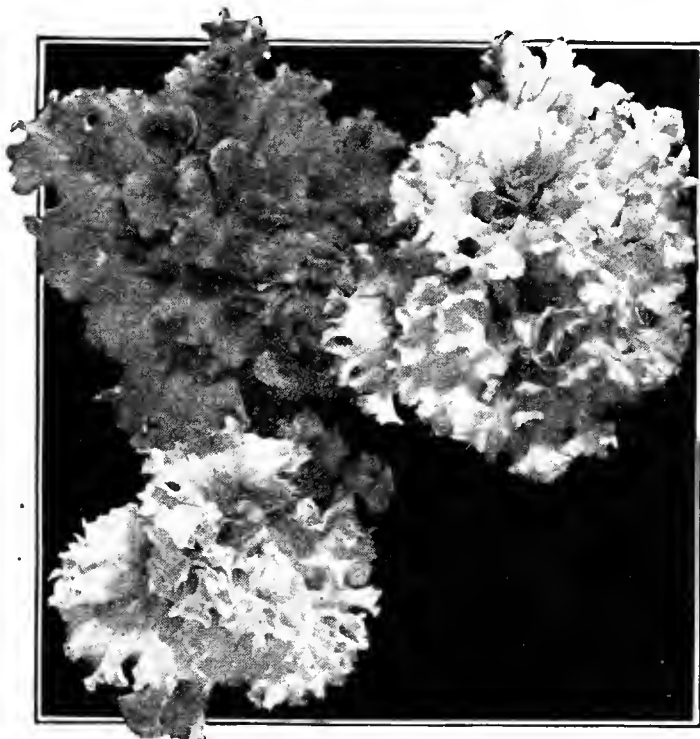
**Novelty DOUBLE PETUNIAS**  
A glorious "Victory" mixture of rainbow colors. Double and free-flowering. Dwarf in habit. Fancy and brilliant colorings. Fringed, curly petals. IT'S GOT EVERYTHING. 12 plants for \$1.10. Supply limited.



### 1936 Wonder of Wonders & The New African Marigold "Dixie Sunshine"

All America Winner, Award of Merit  
"IT'S A BLUE-RIBBON"  
An Excellent Cut Flower

An entirely new Marigold, fully double and like a Chrysanthemum. Hasn't the usual strong Marigold odor. Brilliant golden yellow, like a large incurved Chrysanthemum. Rich green foliage. A distinctive novelty. Supply limited. Order early. 20 plants for \$1.10.



Novelty Double Petunias

**BLUE SALVIA.** A fine annual for the cut-flower garden. Long spikes of sky blue. Deep grey-green foliage. A robust grower. YOU NEED THEM. 25 plants for \$1.10.

**SALVIA (Red or Scarlet Sage).** An annual that gives a big splash of color in all gardens. Blooms until frost. Ours is the best strain. 35 plants for only \$1.10.

**SCABIOSA (Mourning Bride).** Magnificent annuals of easy culture; invaluable for cutting; also excellent for beds or border. Choice mixed double varieties. 40 plants for only \$1.10.

**SNAPDRAGONS, Novelty Mixture.** 15 beautiful colors. Newest creations in giant blooms. All summer until late in fall. 50 strong plants only \$1.10. "N.M.P.G." Snapdragons are famous wherever known.

**NOVELTY ASTERS, American Beauty.** Large incurved blooms borne on stout stems 18-24 inches in length. All colors. 50 strong plants, only \$1.10.

**NOVELTY STOCKS.** In a fine rainbow mixture of colors. Wonderful cut flower. Profuse bloomer. 20 plants for 60c; 40 for \$1.10.

**PETUNIA, Rosy Morn.** The most popular bedding Petunia. Dwarf, bushy plants with brilliant rose-colored flowers; white throat. Always in bloom. 10 plants for 60c; 20 for \$1.10.

**DIMORPHOTHECA (African Daisy).** Mixed colors. Plenty of orange and yellow. Splendid for cutting. 12 to 15 inches. 25 plants for \$1.10.

**ENGLISH WALLFLOWERS.** Beautiful cut flowers, very highly perfumed. Resemble stocks. Heavy, gray-green foliage. Half-hardy perennials. A fine mixture of bronze, yellow and orange. 40 plants for only \$1.10.

**ZINNIAS, California Dahlia-Flowered.** Immense flowers on straight, heavy stems. Every color imaginable. Profuse bloomers until frost. 20 plants for 60c; 40 for \$1.10.

## Complete Summer Cut Flower Gardens

### Garden No. 1

(Priceless)

**100 CHOICE ANNUALS FOR ONLY \$2.75**

- 20 SNAPDRAGONS
- 10 SCABIOSA
- 10 AMERICAN BEAUTY ASTERS
- 10 RED SALVIA
- 10 DAHLIA-FLOWERED ZINNIA
- 20 ENGLISH WALLFLOWER
- 10 NOVELTY STOCK, "Nice"
- 10 BLUE SALVIA

**What a mass of bloom**

### Either Garden

**100 Choice Annuals \$2.75**

Annuals are one-season plants. We grow several crops in rotation so as to have nice, strong plants of even size. We greatly appreciate early orders, as we can better regulate crops to get maximum results. THANK YOU!

### Garden No. 2

(Distinction)

**100 CHOICE ANNUALS FOR ONLY \$2.75**

- 5 MARIGOLD, DIXIE SUNSHINE
- 20 SNAPDRAGONS
- 20 CALIFORNIA GIANT ASTERS
- 10 BLUE SALVIA
- 10 SCABIOSA
- 15 ENGLISH WALLFLOWER
- 10 AFRICAN DAISY
- 10 DOUBLE NOVELTY STOCK

**The Belle of them All**

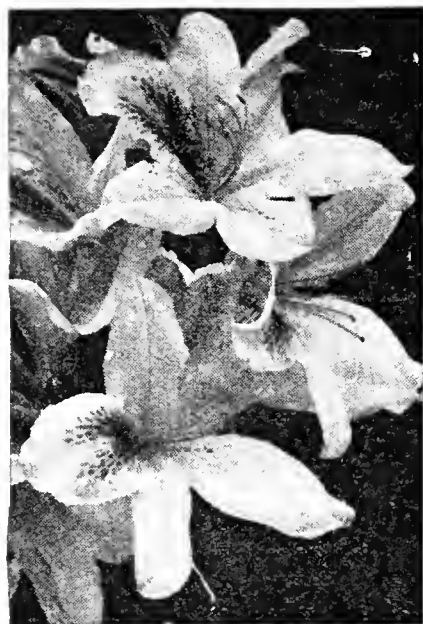
# Azaleas and Rhododendrons

WE AGREE WITH YOU!

Whole-Heartedly So!

Evergreens do look best as a foundation planting. But look at that corner there near that large tree. See? You know there is nothing better than Rhododendrons or Azaleas for a spot like that. They break the monotony of Juniper and Arbor-Vitae. They give you beautiful foliage, plus BLOOM!

HAH! Sounds good, doesn't it? IT'S AS GOOD AS IT SOUNDS, TOO!



Azalea Mollis

## Azaleas

Among the Most Beautiful of Flowering Plants

You've admired them in gardens everywhere, so tuck several of them in YOUR OWN GARDEN! They are superior among ornamentals!

### Azalea Hinodegiri

The Choice Red Japanese Azalea!

The most popular of them all. A mass of large, bright scarlet flowers in late spring. A compact growth of glossy, rounded, evergreen foliage. Heavy, well formed and budded plants, 6-10 inch spread, for only \$1.37 each; 2 for \$2.50.

We have reserved a pair for you. When sending remittance remember to give correct address. THAT'S FINE!

**AZALEA mollis** (Chinese Azalea). Deciduous. Deep orange flowers as well as shades of salmon and flame borne in clusters. Individual flowers 2 to 3 inches across. Each stem carries as many as 8 to 10 of these flowers in one cluster. Strong, blooming size plants, 87c each; 2 for \$1.59. Mollis will stand full sun.

**A. Schlippenbachii** (Chinese Azalea). Same habit and form as Mollis. Slower grower. Foliage deep color tinted bronze. Flowers beautiful pale rose. Blooming size plants, 87c each; 2 for \$1.59.

**A. nudiflora** (Pinxterbloom). Also deciduous. Same habit and manner as the Mollis, but having coral-pink flowers of a little smaller size. Strong, 1-1½ ft. plants, \$1.27 each.

## Rhododendrons

Broad-leaved evergreens of unusual beauty. Produce large, gorgeous blooms in May and June. Evergreen foliage of great attractiveness. We offer, here, choice collections that will amaze and delight you. They are priced exactly one-half of their regular value. Buy and plant them in masses.

### COLLECTION No. 1

**RHODODENDRON MAXIMUM.**

Pink and white. Heavy plants, 1-1½ ft., 60c each.

**RHODODENDRON CATAWBIENSE.** Reddish bloom. Heavy plants, 1-1½ ft., 60c each.

**RHODODENDRON CAROLINIANUM.** Deep salmon; small foliage. Heavy plants, 1-1½ ft., 60c each.

(All three varieties in the above for only \$1.50).

6 for \$2.50; 12 for \$4.00.

IT CAN'T BE BEAT!

### COLLECTION No. 2

The same 3 varieties as No. 1 Collection in selected, especially culled stock running 1 to 2 feet at 75c each; 3 for \$2.00; 6 for \$3.50; 12 for \$6.00.

YOU SIMPLY CAN'T GET ALONG WITHOUT RHODODENDRONS



Rhododendrons

### THEIR CARE

Rhododendrons and Azaleas prefer a shady location. They will thrive in semi-sun, but do not do so well in full sunlight. They require, for best growth, a soil having an acid reaction. This acidity may be had, by adding to your soil, either humus, leaf-mold or peat moss. About two-thirds of this material to one-third soil. Never lime. Mulch with 2 to 3 inches of any of the three mentioned above, for retaining moisture and acidity around the plants. YOU WILL HAVE SUCCESS.

## "NEMAPEG" Dollar Counter

Your Dollar Does the Work of Two.

### Special No. 1

**NEMAPEG'S RED, WHITE and BLUE GARDEN**

12 plants for \$1

- 4 Lychnis. Red.
- 4 Shasta Daisy. White.
- 4 Stokes' Aster. Blue.

### Special No. 2

**"BRILLIANCE SUPREME"**

12 Scarlet Oriental Poppies for

\$1.00

Strong, 2-3 year roots. PLANT EARLY!

### Special No. 3

**12 PERENNIALS for the Border**

- 2 Lupines. Pink and blue.
- 2 Tritoma. Red.
- 2 Liatris. Purple.
- 2 Phlox. Mixed.
- 2 Columbine. Rainbow shades.
- 2 Foxglove. Yellow.

All 12, only \$1

### Special No. 4

**IDEAL ROCK COLLECTION**

- 2 Alyssum saxatile. Yellow.
- 2 Tunica saxifraga. Deep pink.
- 2 Nepeta. Blue.
- 2 Sedum. Red and white.
- 2 Globularia. Blue.
- 2 Dwarf Baby's Breath. Light rose.

All 12, only \$1

### Special No. 5

**A BRILLIANT PHLOX BORDER**

12 superb 3-year Phlox. All colors including Pinks, Reds, Salmons, Purples and others for

Only \$1.00

### Special No. 6

**A BOXWOOD ROW**

This wonderful plant is perpetually beautiful. Trim your walks or beds with it. ALWAYS GREEN!

15 Genuine Dwarf English Boxwood

Think of it, \$1 5-7" for only

### Special No. 7

**COLORADO BLUE SPRUCE**

You've always wanted one. Here's your chance. ARE YOU WILLING TO RISK \$1.00? Believe you us, you'll get your money's worth!

1 Genuine Colorado Blue Spruce. 1½-2 ft.—Only \$1

"Here's a treat that can't be beat. GET A PAIR."

### Special No. 8

**A HARDY CUT-FLOWER GARDEN 12 STRONG 2-3 YR. PLANTS**

- 2 Stokesia. Blue.
- 2 Rudbeckia. Deep rose.
- 2 Gaillardia. Red and orange.
- 2 Helioopsis. Yellow.
- 2 Lychnis chalcidonia. Red.
- 2 Baby's Breath. White.

A WHOLE GARDEN For only \$1.00

### Special No. 9

**"NEMAPEG'S JAPANESE GARDEN**

8 Lovely Japanese Iris for Only \$1

They bloom in July and look like large Orchids. Rainbow Mixture.

### Special No. 10

**POOL ENSEMBLE AND BORDER SUPPLEMENT**

8 Plants for \$1

- 4 Yucca. Creamy white.
- 2 Blackberry Lilies. Orange-brown.
- 2 Lobelia Cardinalis. Red.

Last two items fine for boggy places.

**"NEMAPEG"**  
MEANS  
**QUALITY**

**That's Right!**

Include several of these \$1.00 items in your order

We'll ship at the right time

**"NEMAPEG"**  
IS THE  
**BEST**